THE INFLUENCE OF CONSUMER VALUE AND PERSPECTIVE OF VALUE TO INTENTION TO BUY THROUGH ATTITUDE TO ORGANIC PERSONAL CARE PRODUCT IN JAKARTA

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ABSTRACT

The problem of this research was to identify the impact of consumer value and perspective of value to intention to buy through attitude, which is addressed to organic personal care product. The objective of this research was to analyze the effect of consumer value and perspective of value to intention to buy through attitude in organic personal care product. The methodology of this research was quantitative approach. Data were collected by 140 users of skin and hair care’s users at mall in Jakarta. The variable factors that used on this research are consumer value (health consciousness, environmental consciousness and appearance consciousness), perspective of value, attitude and intention to buy. Data analysis used Structural Equation Modelling (SEM). Finding and contribution in this research was environmental consciousness, appearance consciousness, and perspective of value have positive effect on attitude; and attitude has positive effect on intention to buy organic personal care products. Research limitation/implication in this research was the data only being collected in Jakarta. These findings here provide suggestion in order to increase intention to buy organic personal care, a product owner need to focus on ecological beauty, values and informational knowledge of organic benefit in their communication campaign.

Keywords: Consumer, Value, Attitude, Intention, Organic
INTRODUCTION

Research Background

Awareness of damage to natural resources increases natural protection efforts, one of which is ecofriendly consumption or green consumerism. In the consumer industry, green products are gaining popularity in the market, where more and more consumers are looking for products that are greener or environmentally friendly. In addition to food products, industries that have large markets are personal care sectors (Kim and Chung, 2011).

Euromonitor International (2014) stated that in 2013 many beauty and personal care products in Indonesia were using natural ingredients. As consumers begin to realize the dangers of using chemical and personal care products, consumers are starting to look for products made from natural products that have the same function as chemical products. During 2013 several Brands launched new products containing natural ingredients such as Oriflame (Ecobeauty / Organic Series), The Body Shop Nutriganic series (organic-certified skin care), and Martha Tilaar as a local company also launched a new product line, Sariayu Solusi Organic.

With the growing market of organic personal care in Indonesia, it is vital for marketers to understand the characteristics and behavior of consumers towards the use of these products so that companies can form effective marketing strategies.

Much research has been done on consumer segmentation and behavior of organic food products (Karakaya, 2014; Zhou et al., 2013), while very little research has been carried out on consumer behavior towards organic personal care products. Because the food product and personal care categories have very different consumption behaviors, further research is needed to find out the user profile of organic personal care products.

Consumers with different values will showing different behaviors related to the use of organic personal care products. In terms of consumption of organic food, health and environmental values and perspective of value such as self respect and enjoyment affect attitudes towards buying organic food (attitude toward buying organic food (Chryssohoidus and Kristallis, 2005)
But unlike food, skin care / hair care products are used to influence the appearance of consumers so that the value associated with appearance also influences attitudes towards the purchase of personal care products (attitude toward buying organic personal care) which then influences purchase intention (intention to buy) (Kim and Chung, 2011). The influence of a perspective of value has never been investigated, therefore this research will focus on the influence of the consumer value and perspective of value on attitude (Ramli, 2010; Ramli, 2012) toward buying organic personal care and intention to buy.

**Formulation of Research Problems**

Based on these considerations, this study intends to identify consumer profiles in each segment related to the attitude of organic personal care products so the problems can be formulated as follows:

1. Are there a consumer's positive influence (health consciousness, environmental consciousness and appearance consciousness) on attitude toward organic personal care?
2. Are there a positive influence on the perspective of value on attitude toward organic personal care?
3. Are there a positive influence attitude toward organic skin / hair care on intention to buy organic personal care?

**The Purpose of Research**

Based on the formulation of the problem above, the objectives of this research are:

1. To analyzed whether there is a positive influence on consumers value (health consciousness, environmental consciousness and appearance consciousness) on attitudes toward organic personal care
2. To analyzed whether there is a positive influence on the perspective of value on attitudes toward organic personal care
3. To analized whether there is a positive influence on attitude toward organic skin/hair care on intention to buy organic personal care
Benefits of Research

1. **For companies:** can expand demand for organic personal care products in the future so that it can trigger the development of organic agriculture in Indonesia.
2. **For managers:** can expand effective marketing strategies based on attitudes and behavior of consumers who buy organic personal care products.
3. **For researchers:** Add knowledge about the behavior of consumers using organic personal care in Indonesia.

Definition of Terms

**Consumer’s value:** belief, a goal to be achieved by consumers (Zhou et al., 2013) in the context of this research, the *consumer value* in question is related to:

1. **Health consciousness:** A person’s awareness to have a healthy attitude (Kim and Chung, 2011).
2. **Environmental consciousness:** A person’s awareness to improve their environmental conditions (Kim and Chung, 2011).
3. **Appearance consciousness:** The concept of one’s perceptions, feelings and thoughts about one's body, especially in terms of their appearance (Argyrides and KKeli, 2013).

**Perspective of value:** The value that is most attached to an individual among variations in the value system where the individual is located, for example "self respect" is preferred over "security", and "power" (Blackwell et al., 2001).

**Attitude toward organic personal care:** Evaluation of the attitude of an object, for example the most preferred product, has high quality (Blackwell et al., 2001); in this research the object evaluated was organic personal care (skin / hair care).

**Intention to buy organic personal care:** things that represent what consumers think they will buy (Blackwell et al., 2001); where in this study whether they will buy organic personal care (skin / hair care) or not.
LITERATURE REVIEW

Theory Review and Study Results

Consumer Value

*Values* is the overall assessment of consumers on the benefits of a product based on the perception of what is received or what is given from the product, and focuses on consumer benefits or worth using a product (Kim and Chung, 2011; Ramli, 2012; Ramli and Sjahruddin, 2015). Recognizing consumers’ values is one way to understand why consumers vary greatly in decision making. *Values* reflect 3 universal needs of human existence, namely biological needs, social interacting needs, and the need to stay in groups and work. The nature of immortality values and its central role in traits make it often used to understand many aspects of consumer behavior, including ad understanding, product selection, brand selection and market segmentation (Blackwell et al., 2001).

Some studies confirm the existence of a relationship of value-attitude-behavior in terms of "green consumer behavior". For example, a positive attitude towards consumption of organic foods is related to environmental concerns (Huang et al., 2013). Because organic products are products that generate healthy lifestyles, abbreviated as LOHAS (Lifestyle of Health and Sustainability), there will be many similarities in terms of purchase behavior between eating organic and organic personal care. However, consuming food and using personal care products have very different consumption patterns. Based on the relevant literature, values related to health and environment that affect attitude towards the purchase of organic food while skin / hair care products are used to change their appearance (Chryssohoidis and Krystallis, 2005).

According to research conducted by Kim and Chung (2011) there are 3 consumer values that can influence attitudes towards purchasing organic skin / hair care products are health consciousness, environmental consciousness, and appearance consciousness.

1. Health Consciousness

*Health consciousness* directs a person to have a healthy attitude. *Health conscious* consumers care about well-being and strive to maintain a healthy life. In the context of buying skin / hair care products, consumers with high levels of health
consciousness will consider whether a product is safe for the skin and body, so they are more serious about the type of material used to make products compared to consumers who have low health consciousness. According to Kim and Chung's research (2011), health consciousness positively influences attitude towards purchasing organic skin / hair care products.

2. Environmental consciousness

*Environmental consciousness* directs someone to make *green purchasing* decisions. Peoples who are aware of the environment tend to change *purchasing behavior* to improve environmental conditions. In dealing with issues regarding environmental damage from hazardous materials and animal testing from materials or finished products, the personal care industry has developed organic products made without the use of pesticides, synthetic chemicals, and animal testing. Along with the discovery that *environmental consciousness* is a condition for *green consumption*, environmental awareness is an important determinant of consumer attitudes towards organic products. According to Kim and Chung’s research (2011), environmental consciousness positively influences attitude on the purchase of organic skin / hair care products.

3. Appearance consciousness

*Appearance consciousness* directs people to be interested in cosmetics and clothing that can expression or change their image. Consumption of personal care products is a purchasing attitude that can satisfy one's needs for beauty and concern for the overall appearance. Some people who are keen to maintain a youthful appearance and improve their appearance, have started looking for personal care products that are free of chemicals. Because facial products and organic hair are made with a minimum and lighter chemical content compared to conventional products, it is assumed that the appearance consciousness is positively related to attitude towards the purchase of organic skin / hair care products. According to research conducted by Kim and Chung (2011), the appearance of consciousness positively influences attitude on the purchase of organic skin / hair care products.
Perspective of Value

The term of value is defined as the basis that guides a person to choose an action, assess others and events and explain the reason for an action or judgment (Schwartz, 2012, Ramli, 2013). Therefore the value of a person is abstract, rooted in guiding, maintaining or explaining attitudes, norms, opinions and behavior of someone (Ester et al., 1994). People refer to value as a rule when asked to rate the environment, other people and certain objects (e.g. Brunsø et al., 2004). Based on research on previous values, Schwartz (2012) identified six basic characteristics of value, namely:

1. Value is a belief, very closely related to affection
2. Value is the desired goal
3. Value exceeds behavior and environment, norms and behavior
4. Value can be used as a standard or criterion in an assessment
5. The value system is made according to the interests of one person and another
6. A series of interconnected values can direct someone to specific behavior

Value is an important factor that can explain the existence of social, personal and a change organization. Values have an important role not only in sociology, but also in psychology, anthropology, and other related sciences. Values are often used to characterize a person and society, and explain the motivational basis of an attitude and behavior (Schwartz, 2006).

Schwartz (2012) expand a value system that can be widely applied, which includes ten types of values, namely:

1. Stimulation (STI);
2. self-direction (SDI);
3. universalism (UNI);
4. benevolence (BEN);
5. achievement (ACH);
6. power (POW);
7. security (SEC);
8. conformity (CON);
9. hedonism;
10. tradition (TRA).
Personal value reflects the choices made by an individual from the variation of the social value or system value where the individual is located. Even though people are influenced by family, peers, and cultural values, an individual can choose which social values to emphasize when developing their own personal values (Blackwell et al., 2001).

Value is very important to understand a person’s behavior on the environment (Schultz et al., 2005; Thøgersen and Olander, 2002; Ramli, 2016). Some studies have proven the relationship between value-attitude-behavior and "green" consumer behavior. The research that has been done is to evaluate the organic food consumer segment from a perspective of value. Several studies related to the consumption of organic food found that value is very important in influencing consumer attitudes and perceptions of organic food, namely the value of "universalism" and environmental concern has a positive correlation while value "power" has a negative correlation with attitude towards organic food (Dreezens et al., 2005; Thogersen, 2009; Thogersen and Zhou, 2012).

Another study (Chryssohoidis and Krystallis, 2005) shows that consumers who buy organic food place more importance on internal values such as self-respect and enjoyment of life than external values such as belonging. Aertsens et al. (2009) explained that the decision to consume organic food by connecting attributes of organic food to values such as "security", "hedonism", "universalism", "benevolence", "stimulation", "self-direction" and "conformity". Krystallis et al. (2008) also stated that transcendental values such as "universalism" and "benevolence" were more important for regular organic food consumers than for consumers of occasional organic food.

According to Karakaya et al. (2014), segments that show a positive attitude towards organic food have the highest level of importance for all values, namely "sense belonging", "excitement", "warm relationship with others", "self-fulfillment", "being-well respected ", "Fun and enjoyment of life ", "security ", " self-respected ", and " sense of accomplishment " with the greatest tendency in" sense of belonging "and " sense of accomplishment ". Research on the relationship between perspective of value and attitude towards buying organic personal care has never been done.
Attitude

Kotler and Keller (2014) define attitudes as evaluations, emotional feelings and tendencies of beneficial or unfavorable and long-lasting actions on someone against a particular object or idea. The attitude of putting all that into a frame of mind that likes or dislikes certain objects that move closer or away from the object. Attitudes cause people to behave consistently with similar objects.

Attitude, a key concept in the field of social and psychology, is a psychological tendency expressed through the evaluation of certain entities with certain levels of like or dislike (Huang et al., 2013). Attitude can vary from several dimensions and properties. The two fundamental characteristics of attitude are valence and extremity. Valence attitude is whether the attitude is positive, negative or neutral. Whereas the attitude extremes reflect the intensity of likes or dislikes. Valence and extremity of attitude are important in some ways, especially when we are going to segment consumers based on the level of preference of their attitude towards certain things (Blackwell et al., 2001). Attitude, expressed in the form of a degree of likes or dislike (Eagly and Chaiken, 1993, p. 1). Attitude greatly influences consumer behavior (Kraus, 1995), especially when they are faced with many choices, a person tends to choose something that has the highest value in terms of attitude (Arvola et al., 1999).

There are three dimensions related to attitude (Cristina, V.M., 2013):

1. Affective dimensions that reflect the tendency to like or dislike on a particular object
2. The cognitive dimension is knowing or ignoring something for a reason
3. The conative dimension is readiness to behave in a certain way towards the attitude of an object

Attitude comes in many forms, for example, Attitude toward object (Ao) and Attitude toward the behavior (Ab). Ao represents an evaluation of the attitude of an object, such as a product, which product is most preferred, a product that has the highest quality, and the best product according to a person's overall evaluation. Ab represents an evaluation of behavior that is seen including the attitude of an object, such as buying a product. Although Ao and Ab are related, they are not the same. A person can have a high level of preference in terms of attitude towards the product (Ao), but he still has dislike in attitude towards the purchase of products (Ab). Ab is more focused on behavior, so if someone is interested in
learning attitude that drives certain behaviors it is more appropriate to focus on Ab, because Ab will determine how consumers behave (Blackwell et al., 2001). The closer the attitude relates to a particular behavior, the more predictive attitude is from that behavior, therefore attitude toward behavior is more effective in predicting certain behaviors than attitude in general, for example, environmental awareness (Bamberg, 2003).

Many studies support positive relationships between consumer / s attitude and behavioral intentions for green purchasing in different cultures such as Asia, US and Europe and in different product categories such as organic food and wood-based products. According to Karakaya et.al (2014), favorable attitude segment shows higher frequency of organic food consumption, intention to buy higher organic food in the next three months, and the tendency to consume organic food in the future. In addition, compared to the neutral and negative attitude segments, consumers in favorable attitude segment have the highest tendency to buy organic products that have not been consumed at that time. Consumers in favorable attitude segment also have a tendency to sacrifice for example going to a further store that sells the product they are looking for.

**Purchase Intention**

Peter and Olson (2005) see subjects in interaction and exchange of experiences. They define consumer behavior as a process that involves thoughts and experiences and feelings in the process of consumption. Consumer purchasing decisions are very complex and usually purchase intentions are related to consumer behavior, their perceptions and attitudes. Purchasing behavior is an important key to seeing consumers while considering and evaluating certain products (Kotler and Keller 2014). Purchase intention is an effective tool in predicting the buying process.

Purchase intention can be defined as the intention of individuals to buy certain brands that they have chosen for themselves after making certain evaluations (Khan, Tauqir and Salman, 2012). Halim and Hamed (2005) explain buying intention occurs when a number of customers have plans to buy products in the future and make repetition purchases and contact again to buy certain products. According to Hellier (2003), purchase intentions are decisions made individually to buy or use services / products provided by the same company. Every company needs to create purchase intentions for every consumer
who has used their products or services. Purchase intention on companies can foster long-term relationships with consumers and make the company the first choice by consumers. According to Spears and Singh (2004), purchase intention is someone who plans in the subconscious to make an effort to buy a brand.

Consumer intentions of organic products are the first step in developing demand for organic products. In the five stages of the consumer decision-making process, namely: recognizing needs, seeking information, evaluating alternatives, purchasing decisions and post-purchase behavior, consumers go through all stages in considering buying a product. In the second stage, which is seeking information, all information searches are related to perceptions because this is the stage of presenting information to customers that can generate awareness and attention so that customers are aware and pay attention to what’s available, where to buy it and why they need to buy it. How they feel and trust product information will affect them in the next stage, namely evaluating alternatives and purchasing decisions (Armstrong and Kotler, 2014).

One alternative approach in predicting consumer behavior is to question consumers what they intend to do. Purchase intension represents what consumers think will be purchased. Intention should measure predictable behavior. If a company wants to predict whether consumers will buy a product at a certain time, then measuring intention should specify all this information, for example: "Do you have the intention to buy Campbell’s Soup the next time you go shopping?" (Blackwell et al., 2001). According to Brown (2003), consumers with the intention to buy a particular product will show a higher level of purchase than consumers which shows that they have no intention to buy. However, intentions are not always the same as actual purchases.

Consumer attitude is an important contributor in predicting consumer buying intentions and behavior, so it is a very useful factor to explain why some consumers switch from non-buyers to loyal buyers (Tung et al., 2010). An individual will tend to take certain steps if he has a positive attitude towards taking these steps. According to Karakaya et al. (2014), there are significant differences between consumer segments in buying or consuming organic foods. Furthermore, consumers who have favorable attitudes towards organic food have the highest frequency level in consuming organic food, the intention to
purchase the largest organic food in the next three months, the desire to consume more and extra effort to find the organic products they are looking for.

**Conceptual Framework**

According to research conducted by Kim and Chung (2011), consumer values (health consciousness, environmental consciousness, and appearance consciousness) positively influence attitudes toward organic personal care products. *Attitude toward organic personal care products* also has a positive influence on the *intention to buy organic personal care products*. Meanwhile, according to a study from Karakaya et al (2014) in the context of organic food, there are differences between organic food consumer segments (*favorable, neutral and unfavorable*) in terms of the level of consumer interest in values (*sense of belonging, excitement, warm relationship, self-fulfillment, being well respected, fun and enjoyment of life, security, self-respect, a sense of accomplishment*). The favorable segment has the highest level of importance in all of these values, with the highest tendency in "sense of accomplishment" and "sense of belonging". Because organic products can improve healthy lifestyles, then there should be a common buying behavior among consumers between organic and organic personal care.

**Figure 1**: Conceptual Framework
Hypothesis Formulation

**H1**: Health consciousness positively influences attitude toward organic personal care

**H2**: Environmental consciousness positively influences attitude toward organic personal care

**H3**: Appearance consciousness positively influences attitude toward organic personal care

**H4**: Perspective of Value positively influences attitude toward organic personal care

**H5**: Attitude toward organic personal care positively affects the intention to buy organic personal care

**RESEARCH METHOD**

**Research Method**

The research refers to studies conducted by Karakaya (2014). The research method used is correlational research which aims to detect the extent to which variations in a factor are related to variations in one or more other factors based on the correlation coefficient. The independent variable "dependent variable" is the consumer value (health consciousness, environmental consciousness and appearance consciousness) and perspective of value, and the independent variable "independent variable" is the intention to buy organic personal care. Intermediary variables are attitudes toward organic personal care.

**Variables and Measurements**

There are six variables used for measurement, namely: (1) Health Consciousness, (2) Environmental Consciousness, (3) Appearance Consciousness, (4) Perspective Of Value, (5) Attitude Toward Organic Personal Care, (6) Intention to Buy Organic Personal Care Products. The measurement scale used in this study is the interval Likert scale measurement method. Likert scale is a method that measures attitudes by expressing agreement or disagreement with certain subjects, objects or events. The scale used is a Likert Scale - five points with an interval arrangement of scale 1 to scale 5 as follows:

1. Strongly Disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly Agree

Health Consciousness

Health consciousness was measured by proposing 7 (seven) statements developed by Karakaya (2014), namely:
1. I am very concerned about my health
2. I consistently practice the health of my body
3. It is very difficult for me to exercise three days a week
4. It is very difficult to consume fresh vegetables and fruits regularly
5. I avoid foods with preservatives and additives
6. No matter how hard I try, I can’t reduce the pressure in my life
7. It’s easy to maintain a balance between work and play

Environmental Consciousness

Environmental consciousness was measured by proposing 7 (seven) statements developed by Karakaya (2014), namely:
1. Excess packaging is one source of pollution that can be avoided if producers are more aware of the environment
2. Earth’s resources are unlimited and must be used to the maximum extent to improve human life standards
3. When I think of industrial ways that cause environmental pollution, I get frustrated and angry
4. My involvement in current environmental activities will help save the environment for future generations
5. I don’t buy products that are known to cause pollution
6. I describe myself as a person who is environmentally responsible
7. The earth is so large that every human being has a small influence on the environment as a whole (Karakaya, 2014).
Appearance Consciousness
Appearance consciousness is measured by asking 6 (six) questions developed by Argyrides and KKeli (2013) and Kim and Chung (2011), namely:

1. How I look is an important part of who I am
2. I always pay attention to my appearance
3. I rarely compare my appearance with other people
4. I am easy to feel happy when I like my appearance
5. I always imagine how I look when I meet other people
6. If I don’t like my appearance, it’s hard to feel happy

Perspective of Values
Perspective of Values is measured by proposing 8 (eight) values inherent in consumers, where this value comes from research in Karakaya (2014), namely:

1. Sense of belonging
2. Excitement
3. Warm relationships with others
4. Self-fulfillment
5. Being well-respected
6. Fun and enjoyment in life
7. Security
8. Self accomplishment

Attitude Toward Organic Personal Care
Attitude toward organic personal care is measured using attitude statements according to Karakaya (2014). There are 9 statements that fit the context of personal care products, namely:

1. Organic Skin / Hair Care is healthy
2. Organic Skin / Hair Care is rich in nutrients
3. Organic Skin / Hair Care is expensive to buy
4. Organic Skin / Hair Care is easily found in the store
5. Organic Skin / Hair Care has an attractive appearance
6. Organic Skin / Hair Care is environmentally friendly
7. Organic Skin / Hair Care contains fewer chemicals
8. Organic Skin / Hair Care doesn't have many product choices
9. Organic Skin / Hair Care is associated as an alternative lifestyle

**Intention to Buy Organic Personal Care Products**

Intention to buy Organic Skin and Hair Care Products’ was measured using 3 (three) statements from Kim and Chung (2011) and Karakaya (2014):

1. I will buy organic skin care / hair care products for the next 3 months
2. I will recommend organic skin care / hair care products to friends and acquaintances
3. If the organic skin care / hair care product that I am looking for is not available in my usual place of shopping, then I will look for it somewhere else even though it is located further

**Sample and Data Collection**

The sampling method used in this study is purposive sampling, namely sampling based on consideration where the selected sample is based on certain criteria (Hermawan, 2013) that is in accordance with the research criteria. The sample chosen is consumers who shop at a cosmetics store at a mall located in Jakarta. Data collection is done by distributing questionnaires directly to 150 respondents. According to Roscoe (1975) the requirement to determine sample size, ie sample size of more than 30 and less than 500 is appropriate for most studies. In multivariate studies (including multiple regression analysis), the sample size should be ten times greater than the number of variables in the study. Hair et al (2006) also added, for regression analysis, it was suggested that 15 to 20 observations per independent variable. The targeted respondents were consumers who purchased premium cosmetic products at the mall, namely Martha Tilaar Shop products, The Body Shop, The Face Shop, Loccitane, Bath and Body Works, Victoria Secret and Sogo Department Store counters. After distributing to 150 respondents, it was found that 140 respondents had filled in according to the terms and answers of the respondents to be used in the study.
### Table 1: Respondents' Demographic Characteristics

| Demographic Characteristics | Number (Respondents) | Percentage (%) |
|-----------------------------|----------------------|-----------------|
| **Gender**                  |                      |                 |
| - Male                      | 40                   | 28.6            |
| - Female                    | 100                  | 71.4            |
| Total                       | 140                  | 100.0           |
| **Age**                     |                      |                 |
| - 18 to 25 years old        | 26                   | 18.6            |
| - 26 to 35 years old        | 75                   | 53.6            |
| - 36 to 45 years old        | 39                   | 27.9            |
| Total                       | 140                  | 100.0           |
| **Education**               |                      |                 |
| - Senior High School        | 16                   | 11.4            |
| - Diploma                   | 10                   | 7.1             |
| - Bachelor                  | 98                   | 70.0            |
| - Master                    | 13                   | 9.3             |
| - Doctoral                  | 3                    | 2.1             |
| Total                       | 140                  | 100.0           |
| **Profession**              |                      |                 |
| - Private Employee          | 99                   | 70.7            |
| - BUMN Employee             | 0                    | 0               |
| - Government Employee       | 2                    | 1.4             |
| - Pensionary                | 0                    | 0               |
| - Entrepreneurship          | 18                   | 12.9            |
| - Others                    | 21                   | 15              |
| Total                       | 140                  | 100.0           |
| **Monthly income**          |                      |                 |
| - <Rp.10 million/month      | 67                   | 47.9            |
| - Rp. 10 to 25 million      | 47                   | 33.6            |
| - Rp. 25 to 50 million      | 18                   | 12.9            |
| - > Rp. 50 million          | 8                    | 5.7             |
| Total                       | 140                  | 100.0           |

For the classification of respondents by gender, it is known that female respondents number more than male respondents with a percentage of 71.4% or as many as 100 people while men amounted to 28.6% or as many as 40 people. This is because more women visit and shop at cosmetics stores than men.
For the classification of respondents based on age, it is known that most respondents aged 26-35 years with a percentage of 53.6% or as many as 75 people, followed by respondents aged 36-45 years with a percentage of 27.9% or 39 people, then followed by respondents aged 18-25 year with a percentage of 18.6% or 26 people. This explains that the respondents who shop for premium products in cosmetics stores in the mall are mostly those aged 26 years and over.

For the classification of respondents based on recent education, it is known that the majority of respondents were last educated S1 with a percentage of 70% or as many as 98 people, followed by respondents with high school education with a percentage of 11.4% or as many as 16 people, S2 with 9.3% or 13 people, D3 with a percentage 7.1% or 10 people and most recently educated S3 with a percentage of 2.1% or 3 people.

For the classification of respondents based on employment, only found there are 4 categories where most respondents have jobs as private employees with a percentage of 70.7% or 99 people, followed by other categories with a percentage of 15% or 21 people, then the entrepreneurial category with 12.9% or 18 people and state employees with a percentage of 1.4% or 2 people.

For the classification of respondents based on income, most of the respondents had income below Rp. 10 million / month with a percentage of 47.9% or 67 people, followed by respondents with income of Rp. 10 million to 25 million per month with a percentage of 33.6% or 47 people, then respondents with income of Rp. 25 million to 50 million with a percentage of 12.9% or 18 people and respondents with income above Rp. 50 million with a percentage of 5.7% or 8 people.

Validity and Realibility Test

The validity of a study is determined by the measuring instrument used. To overcome this, two types of testing are needed, namely the test of validity and reliability.

Validity Test

This test is conducted to find out whether all statements (instruments) of the research proposed to measure research variables are valid. If valid shows that the instrument can be used to measure what is measured. Validity test with SPSS software can
be seen based on the values contained in the corrected item total correlation column where the reference for evaluating valid items is at least 0.200.

The results of the validity test in this study can be seen in the following table 2:

**Table 2: Validity Testing of Research Instruments**

| Variable                      | Corrected Item Total Correlation | Information |
|-------------------------------|----------------------------------|-------------|
| Health Consciousness (HC)     |                                  |             |
| HC 1                          | 0.325                            | Valid       |
| HC 2                          | 0.518                            | Valid       |
| HC 3                          | 0.495                            | Valid       |
| HC 4                          | 0.461                            | Valid       |
| HC 5                          | 0.118                            | Invalid     |
| HC 6                          | 0.170                            | Invalid     |
| HC 7                          | 0.236                            | Valid       |
| Environmental Consciousness (EC) |                                  |             |
| EC 1                          | 0.333                            | Valid       |
| EC 2                          | 0.239                            | Valid       |
| EC 3                          | 0.400                            | Valid       |
| EC 4                          | 0.384                            | Valid       |
| EC 5                          | 0.352                            | Valid       |
| EC 6                          | 0.326                            | Valid       |
| EC 7                          | 0.323                            | Valid       |
| Appearance Consciousness (AC) |                                  |             |
| AC 1                          | 0.313                            | Valid       |
| AC 2                          | 0.373                            | Valid       |
| AC 3                          | 0.071                            | Invalid     |
| AC 4                          | 0.471                            | Valid       |
| AC 5                          | 0.499                            | Valid       |
| AC 6                          | 0.383                            | Valid       |
| Perspective Of Value (V)      |                                  |             |
| V1                            | 0.378                            | Valid       |
| V2                            | 0.340                            | Valid       |
| V3                            | 0.396                            | Valid       |
Because some items are invalid, namely items that have a corrected item total correlation value of <0.2, then the item is discarded and not used in the subsequent analysis. These items are Health Consciousness 5, Health Consciousness 6, Appearance Consciousness 3, Attitude Towards Organic Personal Care 4 and Attitude Toward Organic Personal Care 5.

**Reliability Test**

Uji reliabilitas berkaitan dengan pengukuran yang dibuktikan dengan menguji konsistensi dan stabilitas. Konsistensi menunjukkan seberapa baik item-item yang mengukur sebuah konsep bersatu menjadi sebuah kumpulan (Uma Sekaran). Kriteria pengujian reliabilitas dilakukan dengan melihat Cronbach’s Coefisien Alpha yang cukup diterima (acceptable/reliable) adalah yang bernilai antara 0,6 sampai 0,7 atau lebih. Dasar pengambilan keputusan uji reliabilitas adalah sebagai berikut:

|   |   |   |
|---|---|---|
| V4 | 0.449 | Valid |
| V5 | 0.432 | Valid |
| V6 | 0.457 | Valid |
| V7 | 0.481 | Valid |
| V8 | 0.486 | Valid |

|   |   |   |
|---|---|---|
| AT1 | 0.583 | Valid |
| AT2 | 0.568 | Valid |
| AT3 | 0.209 | Valid |
| AT4 | -0.115 | Invalid |
| AT5 | 0.169 | Invalid |
| AT6 | 0.572 | Valid |
| AT7 | 0.378 | Valid |
| AT8 | 0.277 | Valid |
| AT9 | 0.388 | Valid |

|   |   |   |
|---|---|---|
| PI 1 | 0.689 | Valid |
| PI 2 | 0.551 | Valid |
| PI 3 | 0.507 | Valid |
1. If Cronbach’s Coefficient Alpha is \(\geq 0.6\), the questionnaire statement is appropriate (reliable construct)

2. If Cronbach’s Coefficient Alpha <0.6, the questionnaire statement is not feasible (unreliable construct)

After the invalid items are discarded, the reliability test is carried out and each variable shows the value of Cronbach’s Alpha which is greater than 0.60 which means that the measuring instrument used is reliable or in other words the respondent’s answer tends to be the same even though it is given in the form of a statement different (consistent).

**Table 3: Reliability Testing of Research Instruments**

| Variable                        | Nof items | Cronbach’s Alpha | Information |
|---------------------------------|-----------|------------------|-------------|
| Health Consciousness           | 5         | 0.655            | Reliable    |
| Environmental Consciousness    | 7         | 0.607            | Reliable    |
| Appearance Consciousness       | 5         | 0.666            | Reliable    |
| Perspective of Value           | 8         | 0.734            | Reliable    |
| Attitude Toward Organic Personal Care | 7     | 0.731            | Reliable    |
| IntentiontoBuyOrganicPersonalCare | 3   | 0.747            | Reliable    |

**Data Analysis Method**

**Structural Equation Model (SEM)**

In this study, data processing with AMOS 20 was used as software from structural equation model (SEM) using the confirmatory factor analysis (CFA) method. SEM is a procedure for estimating a series of dependency relationships between a set of concepts or constructs represented by several variables that are measured and incorporated into an integrated model (Maholtra, 2010). In SEM, constructs are latent or concepts that cannot be directly observed, which can be conceptually defined but cannot be measured directly or without errors. Can also be referred to as a factor, a construct measured by various indicators or observed variables.

SEM explicitly takes into account measurement errors, the extent to which the observed variables do not describe latent constructs in SEM. SEM is used to analyze the relationship
between one latent variable and another latent variable known as a structural equation which together involves a measurement error.

In addition, this structural equation model can be used to analyze reciprocal relationships. Processing data in this study uses the AMOS 20 program which is statistical software for Structural Equation Model (SEM). Following are the basic uses of AMOS according to Ghozali (2008), namely: 1) Quality measurement is involved in calculations, 2) Not only indicator variables, latent variables are also included in the analysis, 3) Using AMOS is possible for the development of concepts or theories.

Wijanto (2008) in his book says that in SEM the key variable of concern is latent variables. SEM has 2 types of latent variables, namely: 1) Endogenous variables are dependent variables at least one equation in the model, although in all equations the remaining variables are independent variables and 2) Exogenous variables always appear as independent variables in all the equations in the model.

Generally, the analysis in AMOS can be divided into two, first which is related to the measurement model and the second is related to the structural model. By using our model we can analyze complex covariance structures, latent variables, interdependencies between variables and reciprocal causation that can be handled easily by using structured measurement and equation models.

In this study researchers used exogenous variable research models and endogenous variables in the form of observed variables. The researcher does not use latent variables because the total for exogenous variables and endogenous variables has been made previously through SPSS software after the validity and reliability of the measuring instruments are known.

**Table 4: GOF Statistics Comparison**

| Fit Measure | Good Fit | Acceptable Fit | Result |
|-------------|----------|----------------|--------|
| p value     | .05 ≤ p ≤ 1.00 | .01 ≤ p ≤ .05 | 0,000 |
| RMSEA       | 0 ≤ RMSEA ≤ .05 | .05 < RMSEA ≤ .08 | 0,000 |
| NFI         | .95 ≤ NFI ≤ 1.00 | 90 ≤ NFI < .95 | 1,00  |
| CFI         | .97 ≤ CFI ≤ 1.00 | .95 ≤ CFI < .97 | 1,00  |
| GFI         | .95 ≤ GFI ≤ 1.00 | .90 ≤ GFI < .95 | 1,00  |
| AGFI        | .90 ≤ AGFI ≤ 1.00 | .85 ≤ AGFI < .90 | 1,00  |

Source: Engel, Moosbrugger and Müller (2003)
Based on the Goodnes of Fit values obtained, it can be concluded that the model proposed in this study is a saturated model that will definitely meet the Goodnes of Fit criteria.

**RESULT AND DISCUSSION**

**Descriptive Statistics**

The results of descriptive statistics about the variables studied in this research, can be seen in table 5 as follows:

**Table 5: Deskriptive Statistics**

| Variable                          | N  | Minimum | Maximum | Mean   | Std. Deviation |
|-----------------------------------|----|---------|---------|--------|----------------|
| Health Consciousness              | 140| 2.00    | 4.80    | 3.4000 | .57176         |
| Environmental Consciousness       | 140| 2.86    | 4.71    | 3.6765 | .39990         |
| Appearance Consciousness          | 140| 2.20    | 4.80    | 3.6086 | .49392         |
| Perspective of Values             | 140| 3.00    | 4.88    | 4.0902 | .35642         |
| Attitude Toward Organic           | 140| 2.57    | 5.00    | 3.7806 | .45286         |
| Intention to Buy Organic          | 140| 2.33    | 5.00    | 3.4690 | .58203         |

The table above shows the number of samples, minimum values, maximum values, mean values and standard deviation values. The mean value indicates the average rating of respondents to the statements submitted, while the standard deviation describes the magnitude of deviations from the average statements submitted in the research questionnaire.

In health consciousness variables obtained a mean value of 3.4000 with a minimum value of 2.00 and a maximum value of 4.80, where previously respondents were asked to respond to statements using a Likert scale, ie values 1 to 5, number 1 indicates strongly disagree while number 5 shows strongly agree. If the mean value of 3.4000 means the respondent’s answer to the statement submitted is in a neutral statement with a deviation of the respondent’s answer to the average (standard deviation) of 0.57176 which means the awareness of respondents to have a healthy attitude is at a level that tends to be neutral or not too high. Deviations of respondents’ answers to the average (standard deviation) of 0.57176.
On the environmental consciousness variable, the mean value is 3.6765 with a minimum value of 2.86 and a maximum value of 4.71, where previously the respondents were asked to respond to the statement using a Likert scale, i.e., values 1 to 5, number 1 indicates strongly disagree while 5 indicates strongly agree. If the mean value of 3.6765 means the respondent has awareness and concern to improve his environmental conditions, but not too high or tend to be neutral. Deviations of respondents’ answers to the average (standard deviation) are 0.39990.

In appearance consciousness variables obtained a mean value of 3.6086 with a minimum value of 2.20 and a maximum value of 4.80, where previously respondents were asked to respond to statements using a Likert scale, i.e., values 1 to 5, number 1 indicates strongly disagree while number 5 shows strongly agree. If the mean is 3.6086, it means the respondent has a tendency to pay attention and be aware of his appearance, but the tendency is not too high or neutral. Deviations of respondents’ answers to the average (standard deviation) are 0.49392.

At the perspective of value variable, the mean value is 4.0902 with a minimum value of 3.00 and a maximum value of 4.88, where previously the respondents were asked to respond to the statement using a Likert scale, i.e., values 1 to 5, number 1 indicates strongly disagree while number 5 shows strongly agree. If the mean value of 4.0902 means that the respondent is quite attached to the values of life such as the sense of belonging, Excitement, warm relationships with others, Self-fulfillment, Being well-respected, Fun and enjoyment in life, security, the desire for achievement (Self Accomplishment). Deviation of respondent’s answer to the average (standard deviation) is 0.35642.

On the variable attitude toward organic personal care obtained a mean value of 3.7806 with a minimum value of 2.57 and a maximum value of 5.00, where previously the respondents were asked to respond to the statement using a Likert scale, i.e., values 1 to 5, number 1 indicates very not agree while number 5 shows strongly agree. If the mean value is 3.7806, it means that respondents tend to respond positively to organic personal care products, where the product is healthy, is rich in nutrients, inexpensive to buy, environmentally friendly, contains fewer chemicals, has a choice of products and is associated as one alternative lifestyle. Deviations of respondents’ answers to the average (standard deviation) of 0.45286.
On the variable intention to buy organic personal care obtained a mean value of 3.4690 with a minimum value of 2.33 and a maximum value of 5.00, where previously respondents were asked to respond to statements using a Likert scale, ie values 1 to 5, number 1 indicates very disagree while number 5 shows strongly agree. If the mean is 3.4690 means the respondent has the intention to buy organic personal care products but the intensity is not too high. Deviation of respondent’s answer to the average (standard deviation) is 0.58203.

For the overall standard deviation value for all variables valued at < 1 which indicates that the respondents’ answers are less varied.

**Analysis of Interpretation Results**

Data analysis was obtained from the results of testing the hypothesis. The purpose of hypothesis testing is to find out whether the tested hypothesis $H_0$ is accepted or rejected. This can be seen by looking at the significance value ($p$) of each hypothesis test result. There is a fault tolerance limit (acceptance and rejection of the hypothesis is 5%. If $p < \alpha$ or $<0.05$, there is a significant effect of variable x on variable y.

In this research, the authors used the help of AMOS software to test the research hypothesis. The model used is a model with observed variables. For more details about the calculation results with AMOS software, the following images of AMOS results in Standardized Solution and Standardized Solution:
Figure 2: AMOS Unstandardized Solution model for regression of health consciousness, environmental consciousness, appearance consciousness and perspective of value towards attitudes toward organic personal care and intention to buy organic personal care.
Figure 3: AMOS Standardized Solution model for regression of health consciousness, environmental consciousness, appearance consciousness and perspective of value towards attitudes toward organic personal care and intention to buy organic personal care

The results of the data analysis shown in the figure are summarized in table 6 below:

Table 6: Value Perception Dimension Regression Test

| IV | DV  | Estimate | S.E.  | C.R.     | P       | Information      |
|----|-----|----------|-------|----------|---------|------------------|
| AT | HC  | -.072    | .061  | -1.194   | .233    | Not Significant  |
| AT | EC  | .220     | .087  | 2.534    | .011    | Significant      |
| AT | AC  | .284     | .072  | 3.960    | ***     | Significant      |
| AT | PV  | .229     | .100  | 2.280    | .023    | Significant      |
| PI | AT  | .567     | .098  | 5.798    | ***     | Significant      |

Hypothesis 1: Health consciousness positively influences attitude toward organic personal care

Based on the results of data analysis, it is known that the value of CR (t) = -1.194, with estimate (= -.072) and the level of significance (p) = 0.233 > 0.05. Because the value of p > 0.05, H₀ fails to be rejected and H₁ is rejected, which means that there is no effect of health consciousness on attitude toward organic personal care. Thus the higher the health
consciousness, it is not necessarily the more positive the evaluation / consumer perception of organic personal care products or the lower the health consciousness, it is not necessarily the more negative evaluation / consumer perception of organic personal care products.

**Hypothesis 2:** Environmental consciousness positively influences attitude toward organic personal care

Based on the results of data analysis it is known that the value of CR (t) = 2.534, with estimate (= 0.220) and the level of significance (p) = 0.011 <0.05. Because the value of p <0.05, $H_0$ is rejected and $H_1$ is accepted, which means that there is a positive influence of environmental consciousness on attitude toward organic personal care. Thus the higher the environmental consciousness the more positive the consumer evaluation / perception of organic personal care products, on the contrary the lower the environmental consciousness the more negative the evaluation / consumer perception of organic personal care products.

**Hypothesis 3:** Appearance consciousness positively influences attitude toward organic personal care

Based on the results of data analysis it is known that the value of CR (t) = 3.960, with estimate (= 0.284) and the level of significance (p) = 0.000 <0.05. Because the value of p <0.05, $H_0$ is rejected and $H_1$ is accepted, which means that there is a positive influence on the appearance consciousness of attitude toward organic personal care. Thus the higher the appearance consciousness, the more positive the consumer evaluation / perception of organic personal care products, on the contrary the lower the appearance consciousness the more negative the evaluation / consumer perception of organic personal care products.

**Hypothesis 4:** Perspective of Value secara positif mempengaruhi attitude toward organic personal care

Based on the results of data analysis it is known that the value of CR (t) = 2.280, with estimate (= 0.229) and the level of significance (p) = 0.023 <0.05. Because the value of p <0.05, $H_0$ is rejected and $H_1$ is accepted, which means that there is a positive influence on
the perspective of value on attitude toward organic personal care. Thus the higher the perspective of value, the more positive the evaluation / perception of consumers towards organic personal care products, on the contrary the lower the perspective of value the more negative the evaluation / perception of consumers towards organic personal care products.

Hypothesis 5: Attitude toward organic personal care positively affects intention to buy organic personal care

Based on the results of data analysis it is known that the value of CR \( t \) = 5.798, with estimate (= 0.567) and the level of significance \( p \) = 0.000 <0.05. Because the value of \( p <0.05 \) then \( H_0 \) fails to be rejected and \( H_1 \) is accepted, which means that there is a positive effect of Attitude toward organic personal care on the intention to buy organic personal care. Thus the more positive consumer evaluation / perception of organic personal care products, the higher the purchase intention of organic personal care products, on the contrary the more negative evaluation / consumer perceptions of organic personal care products, the lower the purchase intention of organic personal care products.

DISCUSSION OF RESEARCH RESULTS

Hypothesis 1

Based on the results of testing hypothesis 1, it can be concluded that there is no effect of health consciousness on attitude toward organic personal care at a significant level of 0.05.

Kim and Chung (2011) define health consciousness as a person's awareness to have a healthy attitude. Blackwell et al (2001) defines attitude toward organic personal care as an evaluation of the attitude of an object, for example the most preferred product, has high quality; in this study the object evaluated was organic personal care (skin / hair care). So increasing awareness of health does not necessarily lead to more positive one's assessment of organic personal care products. Through this study, it was found that consumer behavior in buying organic food is different from organic personal care products, which according to Karakaya (2014) health consciousness positively influences attitude toward organic food
whereas in organic personal care products, health consciousness does not affect attitude toward organic personal care.

**CONCLUSION**

Based on the results of testing hypothesis is known that of the three consumer values there are has two variables, namely environmental consciousness, appearance consciousness that have a positive effect on attitude toward organic personal care. Variable perspective of value also has a positive effect on attitude toward organic personal care. Attitude toward organic personal care also positively affects the intention to buy organic personal care.

**Managerial Implementation**

Dari hasil penelitian ini ditemukan bahwa konsumen akan lebih reseptif terhadap pesan-pesan pemasaran yang menekankan manfaat lingkungan dan penampilan dibandingkan dengan manfaat kesehatan.

Furthermore, it is important to information consumers and increase awareness about organic personal care. The attribute of organic personal care must be clearly communicated to consumers, for example by communicating information about the advantages of organic personal care products compared to non-organic products that are richer in nutrition and environmentally friendly and even use attribute certification and organic labels to increase their trust in organic products.

Perspective of value is also known to affect consumer attitudes towards organic personal care products, therefore in communication messages must give an impression that is in accordance with the target value of consumers.

**Limitations of Research**

The limitation in this research is the sample used is only for customers in the Jakarta city mall with a limited number when using SEM techniques. The analysis in this study also has not found whether there are differences in terms of consumer value, perspective of
value and attitude toward organic personal care between segments that have high, neutral and low intention to purchase organic personal care products.

**Suggestions for Further Research**

This research only took samples in Jakarta malls and with limited samples. For further research it is recommended to take a wider and varied sample from several major malls in several other major cities such as Bandung, Semarang, Surabaya and Makassar. Further research is also suggested to conduct segmentation analysis with a wider sample to find out the profile of groups of respondents who have high, neutral and low intentions towards purchasing organic personal care products, this analysis includes group differences in terms of consumer value, perspective of value and attitude toward organic personal care.

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