

## TABLE OF CONTENTS

<b>FINAL ASSIGNMENT STATEMENT AND UPLOAD AGREEMENT.....</b>	<b>ii</b>
<b>APPROVAL PAGE BY FINAL PAPER ADVISOR.....</b>	<b>iv</b>
<b>APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE.....</b>	<b>v</b>
<b>ABSTRACT .....</b>	<b>vi</b>
<b>ABSTRAK .....</b>	<b>vii</b>
<b>PREFACE.....</b>	<b>viii</b>
<b>LIST OF FIGURES .....</b>	<b>xiv</b>
<b>LIST OF TABLES .....</b>	<b>xv</b>
<b>LIST OF APPENDICES.....</b>	<b>xvii</b>
<b>CHAPTER I INTRODUCTION</b>	
1.1 Background of the Study.....	1
1.2 Problem Limitation .....	10
1.3 Problem Formulation .....	12
1.4 Objective of the Research .....	13
1.5 Benefit of the Research .....	14
1.5.1 Theoretical Benefit.....	14
1.5.2 Practical Benefit.....	14
<b>CHAPTER II LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT</b>	
2.1 Consumer Behavior.....	16
2.2 Theory of Planned Behaviour .....	19
2.3 Purchase Intention.....	20
2.3.1 Definition of Purchase Intention .....	20
2.3.2 Factors Influencing Purchase Intention.....	21
2.3.3 Indicators of Purchase Intention.....	22
2.4 Consumer Attitude .....	24

2.4.1 Definition of Consumer Attitude .....	24
2.4.2 The Function of Consumer Attitude .....	25
2.4.3 Indicators of Consumer Attitude .....	26
2.5 Altruistic Value .....	27
2.5.1 Definition of Altruistic Value .....	27
2.5.2 Factors Influencing Altruistic Value .....	28
2.5.3 Indicators of Altruistic Value .....	29
2.6 Egoistic Value .....	31
2.6.1 Definition of Egoistic Value .....	31
2.6.2 Types of Egoism .....	32
2.6.3 Indicators of Egoistic Value .....	32
2.7 Previous Research .....	35
2.8 Hypothesis Development .....	37
2.8.1 Altruistic Value and Attitude .....	37
2.8.2 Altruistic Value and Purchase Intention .....	38
2.8.3 Egoistic Value and Attitude .....	39
2.8.4 Egoistic Value and Purchase Intention .....	41
2.8.5 Attitude and Purchase Intention .....	42
2.8.6 Attitude as a Mediator Between Altruistic Values and Purchase Intentions.....	43
2.8.7 Attitude as a Mediator Between Egoistic Values and Purchase Intentions.....	44
2.9 Research Model.....	35
2.10 Framework of Thinking .....	37

### **CHAPTER III RESEARCH METHODOLOGY**

3.1 Research Design.....	47
3.2 Population and Sample.....	48
3.2.1 Population .....	48
3.2.2 Sample.....	49

3.3 Data Collection Method .....	51
3.4 Operational Definition and Variable Measurement .....	52
3.4.1 Operational Variable Definition.....	52
3.4.2 Variable Measurement .....	55
3.5 Data Analysis Method.....	55
3.5.1 Research Instrument.....	56
3.5.2 Descriptive Statistics .....	57
3.5.3 Partial Least Square Structural Equation Modeling Variable .....	60
3.5.3.1 Outer Model Test.....	60
3.5.3.2 Inner Model Test .....	63
3.5.3.3 Hypothesis Testing .....	64
<b>CHAPTER IV     RESEARCH RESULT AND DISCUSSION</b>	
4.1 General View of Local Organic Fruits.....	66
4.2 Research Result.....	67
4.2.1 Test of Research Instrument.....	67
4.2.1.1 Validity Test Result .....	67
4.2.1.2 Reliability Test Result .....	71
4.2.2 Characteristic of Respondents.....	71
4.2.3 Explanation of Respondents to Research Variables .....	74
4.2.3.1 Altruistic Value ( $X_1$ ) .....	75
4.2.3.2 Egoistic Value ( $X_2$ ).....	79
4.2.3.3 Attitude (Z) .....	84
4.2.3.4 Purchase Intention (Y) .....	88
4.3 Descriptive Statistics.....	93
4.3.1 Results of Data Quality Testing .....	103
4.3.1.1 Outer Model.....	103
4.3.1.2 Inner Model .....	109
4.3.2 Hypothesis Testing.....	114
4.4 Discussion .....	116

4.4.1 Influence of Altruistic Value on Attitudes Toward Local Organic Fruits .....	116
4.4.2 Influence of Altruistic Value on Purchase Intention Toward Local Organic Fruits .....	119
4.4.3 Influence of Egoistic Value on Attitudes Toward Local Organic Fruits .....	121
4.4.4 Influence of Egoistic Value on Purchase Intention Toward Local Organic Fruits .....	124
4.4.5 Influence of Attitude on the Purchase Intention Toward Local Organic Fruits .....	126
4.4.6 Mediating Role of Attitudes Toward Local Organic Fruits in the Relationship Between Altruistic Value and Purchase Intention .....	129
4.4.7 The Mediating Role of Attitudes Toward Local Organic Fruits in the Relationship Between Egoistic Value and Purchase Intention .....	131
 <b>CHAPTER V CONCLUSION</b>	
5.1 Conclusion.....	134
5.2 Recommendation.....	137

## LIST OF FIGURES

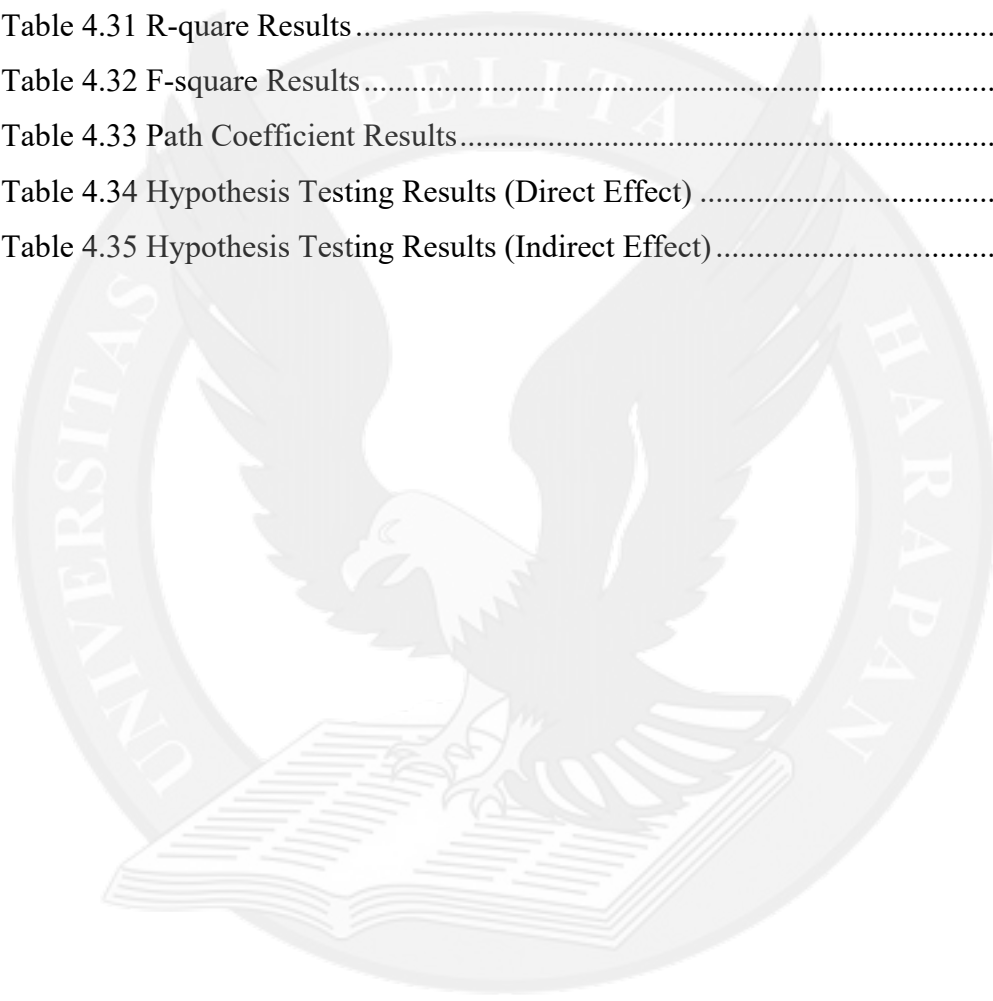
Figure 2.1 Model of Consumer Decision-Making .....	1
Figure 2.2 Research Model .....	45
Figure 4.1 Measurement Model Analysis .....	104



## LIST OF TABLES

Table 1.1 Imported Fruits into Indonesia by Country of Origin, 2018-2023.....	6
Table 2.1 Summary of Previous Research .....	36
Table 3.1 Indicators for the Research .....	54
Table 3.2 Likert Scale .....	55
Table 4.1 Validity Test for Altruistic Value ( $X_1$ ).....	68
Table 4.2 Validity Test for Egoistic Value ( $X_2$ ) .....	69
Table 4.3 Validity Test for Attitude ( $Z$ ).....	69
Table 4.4 Validity Test for Purchase Intention ( $Y$ ).....	70
Table 4.5 Reliability Test Results .....	71
Table 4.6 Number of Respondents based on gender.....	72
Table 4.7 Number of Respondents based on Age .....	72
Table 4.8 Number of Respondents based on Education .....	73
Table 4.9 Overall Responses for Altruistic Value ( $X_1$ ).....	75
Table 4.10 Overall Responses for Egoistic Value ( $X_2$ ).....	79
Table 4.11 Overall Responses for Attitude ( $Z$ ).....	84
Table 4.12 Overall Responses for Purchase Intention ( $Y$ ).....	88
Table 4.13 Measurement Score from Interval Class Formula .....	94
Table 4.14 Descriptive Statistics for Altruistic Value ( $X_1$ ) Statements .....	94
Table 4.15 Measurement Score for Altruistic Value ( $X_1$ ).....	95
Table 4.16 Descriptive Statistics for Altruistic Value ( $X_1$ ).....	96
Table 4.17 Descriptive Statistics for Egoistic Value ( $X_2$ ) Statements.....	96
Table 4.18 Measurement Score for Egoistic Value ( $X_2$ ).....	98
Table 4.19 Descriptive Statistics for Egoistic Value ( $X_2$ ).....	98
Table 4.20 Descriptive Statistics for Attitude ( $Z$ ) Statements.....	99
Table 4.21 Measurement Score for Attitude ( $Z$ ).....	100
Table 4.22 Descriptive Statistics for Attitude ( $Z$ ).....	101
Table 4.23 Descriptive Statistics for Purchase Intention ( $Y$ ) Statements .....	101
Table 4.24 Measurement Score for Purchase Intention ( $Y$ ).....	103

Table 4.25 Descriptive Statistics for Purchase Intention (Y).....	103
Table 4.26 Results of Convergent Validity Test.....	105
Table 4.27 Results of Cross-loading Test .....	106
Table 4.28 Results of Heterotrait-Monotrait Ratio Results .....	107
Table 4.29 Fornell-Larcker Criterion.....	108
Table 4.30 Construct Reliability Results .....	108
Table 4.31 R-square Results .....	109
Table 4.32 F-square Results .....	109
Table 4.33 Path Coefficient Results.....	111
Table 4.34 Hypothesis Testing Results (Direct Effect) .....	114
Table 4.35 Hypothesis Testing Results (Indirect Effect).....	114



## LIST OF APPENDICES

APPENDIX 1: QUESTIONNAIRE.....	A-1
APPENDIX 2: PRE-TEST DATA.....	B-1
APPENDIX 3: MAIN TEST DATA.....	C-1
APPENDIX 4: SPSS.....	D-1
APPENDIX 5: R-TABLE.....	E-1
APPENDIX 6: TURNITIN TEST RESULT .....	F-1

