

Kepercayaan Hijau adalah kepercayaan yang didapat dari kemampuan dan kebaikan suatu produk/merek atas kepeduliannya terhadap lingkungan

Gunakan skala likert 1 - 5:

1= Sangat Tidak Setuju

2= Tidak Setuju

3= Netral

4= Setuju

5= Sangat Setuju

Jeruk Berastagi umumnya dapat diandalkan & terpercaya *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Tidak Setuju

Mudah mengenali karakteristik buah Jeruk Berastagi *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Jaminan keaslian Jeruk Berastagi bisa diandalkan *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Manfaat Kesehatan adalah pendorong psikologis yang kuat di mana konsumen bersedia membayar lebih (*premium price*) untuk produk yang dianggap mampu

meningkatkan perlindungan kesehatan dan meningkatkan kualitas hidup

Gunakan skala likert 1 - 5:

1= Sangat Tidak Setuju

2= Tidak Setuju

3= Netral

4= Setuju

5= Sangat Setuju

Jeruk Berastagi lebih aman dikonsumsi daripada jeruk jenis lainnya *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Jeruk Berastagi memiliki lebih banyak nutrisi daripada jeruk jenis lainnya (Contoh: kandungan vitamin lebih tinggi).

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Mengonsumsi Jeruk Berastagi lebih baik untuk kesehatan daripada jeruk jenis lainnya *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Mengonsumsi Jeruk Berastagi mengurangi risiko penyakit dalam keluarga saya *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Mengonsumsi Jeruk Berastagi menghindari risiko kesehatan yang mungkin terkait dengan mengonsumsi jeruk non-Berastagi *

	1	2	3	4	5	
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Convenience Availability ketersediaan suatu produk atau jasa yang memudahkan konsumen untuk mendapatkannya dengan usaha dan waktu minimal

Gunakan skala likert 1 - 5:

1= Sangat Tidak Setuju

2= Tidak Setuju

3= Netral

4= Setuju

5= Sangat Setuju

Terdapat banyak toko kelontong yang menjual Jeruk Berastagi di dekat tempat saya tinggal atau bekerja *

1 2 3 4 5
Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Saya tidak harus memesan Jeruk Berastagi jauh jauh hari *

1 2 3 4 5
Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Toko-toko yang sering saya kunjungi menjual beragam pilihan Jeruk Berastagi *

1 2 3 4 5
Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Jeruk Berastagi tersedia di berbagai toko/pasar *

1 2 3 4 5
Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju



Pemasaran Digital adalah strategi pemanfaatan ekosistem daring untuk mendistribusikan informasi produk secara transparan

Gunakan skala likert 1 - 5:

- 1= Sangat Tidak Setuju
- 2= Tidak Setuju
- 3= Netral
- 4= Setuju
- 5= Sangat Setuju

Saya mudah menemukan informasi mengenai Jeruk Berastagi di berbagai media sosial seperti WhatsApp,TikTok,Instagram maupun platform belanja daring *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Media pemasaran yang digunakan saat ini seperti WhatsApp,TikTok,Instagram memberikan pembaruan (update) stok atau harga Jeruk Berastagi secara tepat waktu *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Iklan atau konten promosi Jeruk Berastagi yang saya temui seperti WhatsApp,TikTok,Instagram sangat informatif dan tidak membuang waktu saya dalam mencari detail produk *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Food Knowledge adalah kemampuan kognitif konsumen untuk mengidentifikasi dan mengevaluasi kualitas produk pangan

Gunakan skala likert 1 - 5:

- 1= Sangat Tidak Setuju
- 2= Tidak Setuju
- 3= Netral
- 4= Setuju
- 5= Sangat Setuju

Semakin saya memiliki pengetahuan tentang Jeruk Berastagi akan menyebabkan *
saya memiliki sikap yang positif pada Jeruk tersebut

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Semakin saya memiliki kesadaran mengenai Jeruk Berastagi membuat bersikap *
positif pada jeruk tersebut

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Niat Pembelian adalah kecenderungan konsumen untuk membeli suatu produk atau jasa

1= Sangat Tidak Setuju
2= Tidak Setuju
3= Netral
4= Setuju
5= Sangat Setuju

Saya bersedia membeli Jeruk Berastagi *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Saya mencoba membeli Jeruk Berastagi

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Saya memiliki rencana membeli Jeruk Berastagi *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Saya berusaha membeli Jeruk Berastagi *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Terima Kasih

Terima Kasih atas waktu dan kesediaan Anda dalam mengisi kuesioner ini. Partisipasi Anda sangat berarti dan memberikan kontribusi penting bagi penelitian ini. Semoga hasil penelitian ini dapat memberikan manfaat bagi pengembangan ilmu pengetahuan

Lampiran 3 Hasil Download Spedsheet

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Lampiran 4 Hasil Olah Data SmartPLS

Indicators:	Indicator Correlations	Raw File							Copy to Clipboard
	No.	Missing	Mean	Median	Min	Max	Standard Deviation	Excess Kurtosis	Ske
FVQ1	1	0	4.583	5.000	1.000	5.000	0.794	3.290	
FVQ2	2	0	4.472	5.000	1.000	5.000	0.881	2.765	
FVQ3	3	0	4.439	5.000	2.000	5.000	0.651	0.107	
FVQ4	4	0	4.462	5.000	2.000	5.000	0.681	1.655	
NS1	5	0	4.173	4.000	1.000	5.000	0.899	0.985	
NS2	6	0	3.925	4.000	1.000	5.000	1.016	-0.134	
NS3	7	0	3.893	4.000	1.000	5.000	1.024	-0.036	
CH1	8	0	3.935	4.000	1.000	5.000	1.039	-0.378	
CI2	9	0	3.854	4.000	1.000	5.000	1.053	-0.428	
CI3	10	0	4.206	4.000	1.000	5.000	0.840	1.661	
KH1	11	0	4.355	4.000	2.000	5.000	0.894	0.504	
KH2	12	0	4.316	4.000	1.000	5.000	0.775	2.430	
KH3	13	0	4.379	4.000	1.000	5.000	0.712	1.663	
MK1	14	0	4.028	4.000	1.000	5.000	0.932	-0.503	
MK2	15	0	4.056	4.000	1.000	5.000	0.941	0.350	
MK3	16	0	3.963	4.000	1.000	5.000	0.966	-0.275	
MK4	17	0	3.958	4.000	1.000	5.000	0.992	-0.285	
MK5	18	0	3.925	4.000	1.000	5.000	0.983	-0.290	
CA1	19	0	3.944	4.000	1.000	5.000	1.028	0.649	
CA2	20	0	4.151	4.000	1.000	5.000	0.953	1.696	
CA3	21	0	4.006	4.000	1.000	5.000	0.984	0.934	
CA4	22	0	4.187	4.000	1.000	5.000	0.896	1.980	
PO1	23	0	4.266	4.000	1.000	5.000	0.748	1.811	
PO2	24	0	4.201	4.000	3.000	5.000	0.790	0.026	
PO3	25	0	4.262	4.000	1.000	5.000	0.702	2.083	
FK1	26	0	4.262	4.000	1.000	5.000	0.708	0.905	
FK2	27	0	4.276	4.000	1.000	5.000	0.732	0.936	
NP1	28	0	4.290	4.000	2.000	5.000	0.649	0.306	
NP2	29	0	4.280	4.000	3.000	5.000	0.674	-0.804	
NP3	30	0	4.453	5.000	3.000	5.000	0.630	-0.466	
NP4	31	0	4.486	5.000	2.000	5.000	0.639	1.050	

Outer Loadings

	Consumer Innovat	Convenience Avail	Food Knowledge	Functional Value C	Kepercayaan Hijau	Manfaat Kesehatan	Niat Pembelian	Norma Sosial	Pemasa
CA1		0.885							
CA2		0.883							
CA3		0.877							
CA4		0.827							
CI1	0.888								
CI2	0.870								
CI3	0.822								
FK1			0.950						
FK2			0.926						
FVQ1				0.953					
FVQ2				0.947					
FVQ3				0.914					
FVQ4				0.828					
KH1					0.880				
KH2					0.817				
KH3					0.808				
MK1						0.880			
MK2						0.860			
MK3							0.893		
MK4							0.838		
MK5							0.825		
NP1								0.790	
NP2								0.770	
NP3								0.768	
NP4								0.718	
NS1									0.880
NS2									0.896
NS3									0.862
PD1									
PD2									
PD3									

Construct Reliability and Validity

Matrix	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance E...	Copy to Cl
	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)	
Niat Pembelian	0.762	0.764	0.849	0.584	
Kepercayaan Hijau	0.824	0.873	0.893	0.735	
Consumer Innov...	0.825	0.830	0.896	0.741	
Functional Valu...	0.856	0.858	0.902	0.698	
Norma Sosial	0.849	0.858	0.908	0.767	
Convenience Av...	0.873	0.875	0.913	0.724	
Pemasaran Digital	0.871	0.883	0.920	0.794	
Manfaat Keseha...	0.898	0.898	0.925	0.712	
Food Knowledge	0.865	0.887	0.935	0.880	

Discriminant Validity

Fornell-Larcker Crit...	Cross Loadings	Heterotrait-Monotrait...	Heterotrait-Monotrait...	Copy to Clipboard	Excel Format	R Format			
	Consumer Innovat	Convenience Avail	Food Knowledge	Functional Value C	Kepercayaan Hijau	Manfaat Kesehata	Niat Pembelian	Norma Sosial	Pemas
Consumer Innov...	0.861								
Convenience Av...	0.667	0.851							
Food Knowledge	0.568	0.597	0.938						
Functional Valu...	0.607	0.485	0.441	0.835					
Kepercayaan Hijau	0.718	0.599	0.579	0.686	0.857				
Manfaat Keseha...	0.698	0.770	0.655	0.514	0.638	0.844			
Niat Pembelian	0.654	0.579	0.709	0.802	0.671	0.602	0.764		
Norma Sosial	0.687	0.610	0.633	0.675	0.631	0.717	0.602	0.876	
Pemasaran Digital	0.591	0.628	0.603	0.545	0.652	0.618	0.728	0.519	

R Square

Matrix	R Square	R Square Adjusted
	R Square	R Square Adjusted
Niat Pembelian	0.836	0.830

f Square

Matrix	f Square	Copy to Clipboard:	Excel Format
Consumer Innovat...			
Convenience Avail...			
Food Knowledge			
Functional Valu...			
Kepercayaan Hijau			
Manfaat Keseha...			
Niat Pembelian			
Norma Sosial			
Pemasaran Digital			

LV Prediction Summary

PLS	PLS Prediction Error (Descriptives)	PLS Predictions (R-squared)	
	RMSE	MAE	Q ² _predict
Niat Pembelian	0.461	0.271	0.792

Path Coefficients

Mean, STDEV, T-Values, ...	Confidence Intervals	Confidence Intervals BI...	Samples	Copy to Clipboard:	Excel
Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	
Consumer Innov...	0.051	0.042	0.058	0.871	0.384
Convenience Av...	-0.022	-0.017	0.040	0.540	0.589
Food Knowledg...	0.362	0.374	0.083	4.347	0.000
Functional Valu...	0.530	0.525	0.064	8.340	0.000
Kepercayaan Hij...	-0.034	-0.037	0.065	0.516	0.606
Manfaat Keseha...	-0.091	-0.083	0.051	1.761	0.079
Norma Sosial ->...	0.032	0.030	0.040	0.801	0.424
Pemasaran Digit...	0.262	0.258	0.057	4.611	0.000

Discriminant Validity

	Consumer Inovasi	Convenience Avail	Food Knowledge	Functional Value	C Kepercayaan	Hijau Manfaat	Kesehatan	Nutri Pembelian	Norma Sosial	Pemasa
CA1	0.568	0.865	0.492	0.408	0.504	0.661	0.519	0.513		
CA2	0.536	0.833	0.496	0.374	0.469	0.616	0.493	0.498		
CA3	0.641	0.877	0.493	0.440	0.576	0.726	0.487	0.584		
CA4	0.493	0.827	0.550	0.426	0.487	0.618	0.508	0.481		
CI1	0.889	0.589	0.537	0.508	0.587	0.593	0.598	0.615		
CI2	0.870	0.606	0.480	0.478	0.578	0.631	0.566	0.518		
CI3	0.822	0.496	0.447	0.590	0.701	0.581	0.523	0.645		
FK1	0.523	0.556	0.950	0.418	0.525	0.603	0.721	0.499		
FK2	0.547	0.568	0.926	0.408	0.567	0.630	0.598	0.503		
FVQ1	0.498	0.410	0.361	0.852	0.636	0.448	0.622	0.504		
FVQ2	0.534	0.386	0.383	0.847	0.559	0.417	0.623	0.470		
FVQ3	0.489	0.458	0.386	0.814	0.529	0.411	0.739	0.453		
FVQ4	0.509	0.358	0.341	0.828	0.571	0.438	0.679	0.494		
KH1	0.660	0.546	0.521	0.703	0.895	0.554	0.704	0.569		
KH2	0.593	0.460	0.450	0.468	0.817	0.473	0.426	0.495		
KH3	0.538	0.523	0.513	0.526	0.859	0.607	0.536	0.586		
MK1	0.540	0.506	0.414	0.469	0.566	0.500	0.514	0.602		
MK2	0.600	0.695	0.550	0.520	0.653	0.860	0.511	0.651		

MK3	0.592	0.655	0.571	0.458	0.540	0.892	0.498	0.639		
MK4	0.651	0.651	0.630	0.378	0.499	0.838	0.522	0.570		
MK5	0.559	0.640	0.537	0.340	0.428	0.825	0.499	0.562		
NP1	0.512	0.526	0.888	0.473	0.478	0.532	0.790	0.637		
NP2	0.572	0.528	0.864	0.457	0.566	0.560	0.779	0.499		
NP3	0.450	0.415	0.358	0.763	0.469	0.365	0.768	0.423		
NP4	0.459	0.288	0.326	0.781	0.537	0.371	0.718	0.482		
NS1	0.816	0.509	0.420	0.802	0.633	0.607	0.590	0.880		
NS2	0.606	0.335	0.519	0.444	0.546	0.618	0.494	0.896		
NS3	0.680	0.566	0.472	0.445	0.462	0.665	0.495	0.852		
PD1	0.516	0.581	0.513	0.465	0.494	0.584	0.586	0.514		
PD2	0.498	0.551	0.501	0.493	0.459	0.523	0.613	0.420		
PD3	0.562	0.552	0.590	0.498	0.519	0.550	0.731	0.458		

Lampiran 5 Hasil Turnitin

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ORIGINALITY REPORT

12%	13%	13%	8%
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Lampiran 6 Jurnal Acuan 1



accordance with international organic principles, the use of antibiotics and genetically modified organisms in animal husbandry is restricted, artificial colouring, synthetic sweeteners, artificial flavours, and hydrogenated fats are also prohibited (Soil Association, 2001). This is why alternatives to conventional products made from organic materials have emerged. The organic products are distinguished by their use of locally sourced ingredients, absence of synthetic additives, and promotion of ecological balance and human health (Ujjawal et al., 2020).

According to Vukasovic (2016), consumers are more inclined to purchase organic fruits and vegetables compared to organic meat. When talking about non-vegetarian, organic chicken, eggs, meat, and dairy products, it should be noted that these goods derive from animals that were not administered antibiotics or on the growth hormones. Organic food is fashioned on farms without the use of synthetic fertilizers, pesticides, or biotechnology (USDA, 2009). Additionally, consumers today are more concerned about quality than price. The quality of the product, subjective norms, and environmental, health, and lifestyle considerations are all significant justifications for buying organic foods (Basba et al., 2015).

Although there has been some empirical research done on organic food and customers in Asia, the majority of the exploration in this sector has taken place in the United States and Europe (Ahmed et al., 2021). Italy has been identified as a robust organic market with enthusiastic consumers of organic and locally-sourced produce and high organic certification awareness (Ancinziata & Vecchio, 2016). Even while the market for organic food is growing all around the world, consumer demand in developing countries, and especially in India, is significantly lower than demand in industrialized countries (Kishwah et al., 2019) (Assocham & Ey, 2018). Nevertheless, Indian consumers have showed some interest in organic food, and the country's retail sector is progressively witnessing a demand increase from this modest beginning (Sodiq et al., 2020; Gaudra et al., 2020; Boobalan and Nachimuthu, 2020), despite the fact that little is known about the status quo of organic food in India (Stolz et al., 2014; Oates et al., 2012; Padal and Foster, 2005). To address this shifting customer demand, the leading providers of organic food require additional data to better comprehend consumer views toward these products (Schleenbecker and Hamn, 2013).

According to estimates, the organic food sector in Asia Pacific countries would develop at an exponential rate, accounting for more than 12% of global revenue by 2025 (Iqbal et al., 2021). Similarly, the organic food sector in South Asia has grown significantly in recent years. This demonstrates that, despite their low income, people in developing countries are concerned about the quality and safety of their food (Husnain et al., 2017). As a result, researching customer behavior for organic food in developing and emerging economies is necessary (Iqbal et al., 2021). This study fills a gap in the existing literature on organic food by identifying several driving variables that contribute to the intents of consumers to purchase organic food among Indian consumers. As a result, this study fills a gap in the existing body of research on organic food.

This paper is organized as follows: First the proposed hypotheses are developed based on extant literature and conceptual model is build. Further methodology is defined to approach respondents and collect data. Then collected data is analyzed and results are discussed based on empirical findings derived from SEM. After that, discussion and implications are presented and followed by conclusion and future research areas.

2. Development of hypotheses and conceptual model

2.1. Functional value quality

When discussing organic food, the functional value refers to utility value that consumer experiences in making a decision that will have practical effects. This value includes aspects like quality, availability,

advantages to the environment and health, and safety (Jeweeney and Soutar, 2001). According to Gonçalves et al. (2016), functional value (FV) has thought main determinant for consumers' preferences, supporting Marshall's economic utility theory (1890). Additionally, Sheth et al., explains "functional value" as "the perceived usefulness derived from an alternative's capacity for the functional, utilitarian, or physical performance of a product" (1991, p. 160). Price and quality, are the prime elements influencing customer purchasing decisions (Nekmahmud, 2020).

Functional value is defined as perceived the ability of a substitute to perform in a functional, utilitarian, or physical manner (Sheth et al., 1991). Studies also confirm that consumers resist repurchasing over-priced goods and constantly seek for the lowest cost option with the greatest benefit (Hua et al., 2012). For instance, green hotels may offer superior amenities than those offered by traditional hotels, making them worthwhile to pay for (Nekmahmud, 2020; Verma and Chandra, 2018). Functional value has a big influence on how consumers choose green goods and services (Amin and Faruq, 2020). According to study, consumers are prepared to pay higher prices for environmentally friendly items in order to maintain the benefits to themselves and society as a whole (Liu et al., 2013); nevertheless, quality must be preserved (D'Souza et al., 2007). Thus, we propose.

H1. Functional value quality of organic foods will have a positive impact on consumer purchase intentions of organic foods.

2.2. Social norms

In particular for socioeconomic, stereotypical demographic, and cultural-ethnic groups, social value (SV) relates to one's perception of oneself and the perceived utility of commodities or services (Ramkissoon et al., 2009). A significant amount of effort and time has been invested in the study of social norms, often known as the unofficial codes of conduct that govern behavior in communities and groups. Social contacts in tourism have a huge impact on social value (Wang et al., 2018). Tourists who purchase eco-friendly goods may believe that their social circle views them favourably (Jiang and Kim, 2015).

Although, Amin and Faruq (2020) argued that social worth has little to no influence on people's decision to repurchase. On the other hand, a large number of earlier researchers came to the conclusion that social groups, peer opinion, the pressure of social recognition, and other social values that are connected to one another have a significant influence on consumer decisions regarding the purchase and repurchase of environmentally friendly and sustainable products (e.g., Awami and Du, 2016; Biswas & Roy, 2015; Lin and Huang, 2012), discovered that social groups, peer opinion, the need for social acceptance, and other relevant social values have a significant influence on consumers' decisions to buy and re-buy green and sustainable items. Thus, we hypothesize;

H2. Social norms for consuming organic foods will have a positive impact on consumer purchase intentions of organic foods.

2.3. Consumer innovativeness

Innovativeness is one of the few ideas that is so crucial to customer behaviour, according to Hirschman (1980). The theories relating to brand loyalty, decision-making, preferences, and communication all heavily depend on the consumer's propensity to accept new goods, ideas, and services. From a personal standpoint, every consumer is, in general, an innovator because we all accept products or concepts that we perceive as novel throughout our lifetimes. Regarding innovation, there are two competing theories. The first, by Rogers and Shoemaker (1971, p. 27), emphasises that innovativeness refers to "the extent to which a person may be the first to accept innovation compared to the other members of the social system to which they belong."

In this study, consumers' purchase intentions for organic foods were predicted by domain-specific innovativeness. This kind of inventiveness

is defined as “the propensity to become familiar with and embrace new items in a particular domain of consumer behaviour” (Goldsmith and Hofacker, 1991, p. 291). Despite the growing popularity of organic food, only a few food brands employed this tactic in the market. In this regard, the unique qualities of these food items with labels that say “organic food” may encourage highly innovative people to try these products for the first time. According to empirical studies, consumer innovation has a favourable effect on their behaviour and purchasing intent (Hoonosopon, 2016; Bartels and Reinders, 2010; Cowart et al., 2008). Based on this we posit:

H3. Consumer innovativeness for consuming organic foods will have a positive impact on consumer purchase intentions of organic foods.

2.4. Green trust

“The term “green trust” is commonly characterised as a desire to depend on a product or service based on the belief or expectation arising from its trustworthiness, goodness, and capacity about environmental performance (Chen, 2010). The level of trust is a promise that makes clear what actions the other party should do (Grant and Saunders, 1987). A key element of environmental marketing is green trust (GT) (Schlaer et al., 2006).

It is the predisposition of people to buy and rely on ecologically friendly products based on the effectiveness, performance, credibility, and prior features (Amin and Tarun, 2020; Chen, 2010). According to Harris and Goody (2010), a consumer's level of trust in a product or service significantly affects their attitude and intention toward making a purchase, which in turn influences their actual behaviour. This trust also affects customers' long-term purchasing patterns (Lee et al., 2010). Consumer choices for green products have been influenced by green trust. For instance, if a tourist trusts the hotel's green image, they will remain there. It has been remarked that when the effect of food traceability is improved, customer trust is increased, and consumers are motivated to purchase items that can be trusted when transparent food information is provided (Lin et al., 2021; Zhao et al., 2016).

H4. The green trust for organic foods will have a positive impact on consumer purchase intentions of organic foods.

2.5. Health benefits

Organic fruits, vegetables, and grains are lower in nitrates and pesticide residues and higher in Vitamin C, iron, magnesium, and phosphorus than conventionally cultivated items. Risks to the public's health are also reduced by organic farming. The degree to which a person's regular activities incorporate health considerations is referred to as health consciousness (Jayanti and Burns, 1996). The market for organic foods is driven by consumers' desire for better health, who generally regard organic food as being healthier than conventional food products (Yadav and Pathak, 2016; Chakrabarti, 2010; Lee and Worsley, 2005).

The level of readiness for taking care of oneself is determined by health consciousness (Becker et al., 1977). Consumers who worried regarding their health and wellbeing are motivated to maintain or improve their health and quality of life in order to prevent illness. They do this by adopting healthy habits and being self-aware of their physical appearance (Newsom et al., 2005; Kraft and Goodell, 1993; Plank and Gould, 1990; Gould, 1988). These people typically have an interest in and knowledge of diet and fitness (Kraft and Goodell, 1993). According to earlier studies, the main reason people buy organic food is that they are concerned about their health (Lockie et al., 2002; Grankvist and Riel, 2001). Furthermore, it has been found that consumers of organic produce are aware of how their food choices affect their health, value healthy and natural foods, and are ready to switch to healthier options (Magnusson et al., 2003; 2001). This is because consumers of organic produce value healthy and natural foods (Schiffstein and Ophals,

1998).

Additionally, recent study has found that consumers have ignored the marketing mix in favor of focusing on service quality and health consciousness (Nguyen et al., 2020), because organic foods are believed to be beneficial to one's health, this knowledge will impact the choices customers make when purchasing foods for their regular meals (Nguyen and Trung, 2021). As a result, we suggest that:

H5. Health benefits of organic foods will have a positive impact on consumer purchase intentions of organic foods.

2.6. Convenience and availability

Lack of availability is frequently stated as deterrent to buying organic goods (Lee and Worsley, 2005). It was cited as the biggest deterrent to customers not buying organic produce in the year 1995 by Davies et al. According to Lyons et al. (2001), consumers in Australia had difficult access to and limited availability of organic products. They demonstrated that the range of organic products was smaller, their consistency varied more, and they often had shorter life than conventional products (Lyons et al., 2001).

This has been confirmed by studies conducted in other nations (Padel and Foster, 2005), and it is significant since customers are unable to purchase organic products due to a lack of availability (Padel and Foster, 2005). According to studies (Hill and Lynchebaun, 2002), customers would want to see an increase in the availability, variety of organic products. The mainstream consumers would also buy more organic produce if it were widely accessible (Lee and Worsley, 2005).

In actuality, Tarkainen and Sundqvist (2005) discovered that customer intentions to purchase organic products were unaffected by the perceived availability of organic items. According to Padel and Foster (2005), customers do not want to make a lot of effort in order to buy organic products. Customers want organic items to be accessible where they typically buy so that choosing organic products won't cause them any inconvenience. Accordingly it can be hypothesized that:

H6. Convenience and availability of organic foods will have a positive impact on consumer purchase intentions of organic foods.

2.7. Organic knowledge

Knowledge is significant since it is thought to affect how consumers make decisions (Lansche et al., 2001). Hill and Lynchebaun (2002) discovered that education is a major factor in influencing the purchase of organic products. According to Moosman et al. (2004), consumers' decisions are influenced by their subjective knowledge because they are motivated to act in line with the knowledge they possess.

Consumer awareness of organic foods is the foremost step in generating demand for organic goods (Briz & Ward, 2009). According to research, consumers are familiar with the meaning of the phrase “organic”; they interpret “organic” as devoid of chemicals (Blutshin and Greenhalgh, 1997). According to Lyons et al. (2001), people prefer organic produce over conventional produce because it is more natural, raw, and unprocessed. To support this, a study by Hill and Lynchebaun (2002) revealed that although consumers are aware of the fundamental qualities of organic products, they are unaware of the ways in which organic farming procedures differ from those used in conventional farming. Past studies have demonstrated that consumer awareness of environmental issues is correlated with increased interest in and purchase of environmentally friendly products with new eco-labels (Kushwah et al., 2019; Aertsens et al., 2011). It has been found by Testa et al. (2019) and Joshi and Rahman (2017) that consumer knowledge can have a direct impact on the adoption intention of organic foods (Li et al., 2021). Consequently, we posit:

H7. An increase in organic knowledge of organic food will have a positive impact on consumer purchase intentions of organic foods.

Based on the arguments raised in this section a conceptual model is developed with some relevant drivers of consumer purchase intention to buy organic food in an emerging country like India. These key drivers are functional value quality, social norms, consumer innovativeness, green trust, health benefits, Convenience & Availability and organic food knowledge (Fig. 1).

3. Research methodology

3.1. Data collection and sample

For this study data was obtained through survey method. Before the final version of questionnaire was decided, a pre-test and reviews via senior academics, industry experts, and university students were conducted. In total, two senior academicians who are working in the area of organic farming and food production programme, three persons from organic food industry and ten university students were considered for pre testing. They all thoroughly checked all items in survey and also provided their genuine feedbacks. Based on their suggestions a few questions were further modified so as to fit for final survey suitability.

The final questionnaire was circulated among the qualified respondents. In order to ensure about the respondents' suitability for final survey a screening question was asked in the beginning. With this screening question we basically try to understand their buying behavior with their food habits and preferences. The final respondents were from a big reputed university in India and either buyer or users of organic food. Thus, the respondents in this work are Indian consumers who had experiences with buying and consuming organic food more than once. Purposive sampling was used to select required sample respondents. In this type of sampling, the characteristics of purposive sample are defined for a particular purpose that is pertinent to the study. A non-probability method of sampling i.e. purposive sampling was used to get a representation of samples via including respondents who fulfilled the specified criteria (Creswell, 2007).

The final questionnaire consisted of four different elements: first sample screening questions; second the key questions about constructs; third a few probing questions from organic food buyer or user's feedback regarding food behaviour, habits etc (for example, recently when they have purchased organic food? What was their overall experience and based on that they would like to recommend others etc.); and fourth the questions about demographic characteristic of respondents. A questionnaire with 29 questions was set and translated from English to Hindi language and then changed in its initial language to confirm the appropriateness of translation.

In total, 357 participants were approached to fill the questionnaire.

After a follow up with reminder mail/call to them, only 316 questionnaires were come back to the researcher. Further, a few of respondents not filled complete questionnaire, thus after making adjustments about such questionnaires (with no response/incomplete responses or missing values) 294 responses were counted with a response rate of 82%. This response rate was adequate for using SEM (Bollen, 1989). Likewise, Hair et al. (2002) also suggested "sample to item ratio (10:1)" for using multivariate analysis. Additionally, non-response bias was tested via considering "early" and "late" responses (Armstrong & Overton, 1977) and found suitable. For the same a t-test between valid and invalid responses was performed which revealed no significant discrimination relating to demographic variables including age, gender, income between different groups. The demographic features of final sample are presented in Table 1.

3.2. Measurement development

Functional value quality was measured with four items which was adapted from Wang et al. (2014); Awuni and Du (2016) and Sweeney and Soutar (2001). Another three constructs were Social norms,

Table 1
Demographics features of respondents (N = 294).

Demographic Profile	Categories	Frequency	Percentage %
Gender	Male	172	58.50
	Female	122	41.49
	Total	294	
Age	18–24 Years	93	31.63
	25–40 Years	113	39.11
	41–55 years	46	15.64
	55 years & above	40	13.60
	Total	294	
Income	Less than 80,000	73	24.82
	80,000–1.2 lakhs	121	41.15
	1.2–1.9 lakhs	83	28.23
	2 lakhs above	13	4.42
	Total	294	
Occupation	Business	47	16.00
	Student	102	34.7
	Professional	76	25.9
	Home Maker	40	13.6
	Employee/Manager	29	9.9
	Total	294	

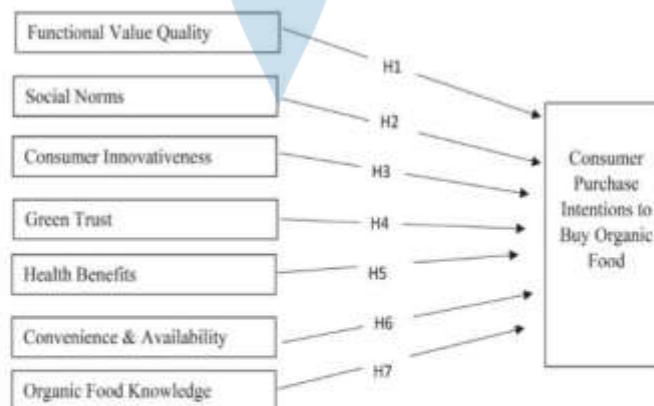


Fig. 1. Conceptual model.

consumer innovativeness and green trust. These were measured using three items for each construct based on Wang et al. (2018), Khan and Mohsin, (2017), Awuni and Du (2016), Sweeney and Soutar (2001) and consumer innovativeness based on Konuk (2019), similarly green trust Amin and Tarun (2020), Sumi and Kabir (2018), Chen (2010). Further, Health benefits was measured with five adapted items from Alzen (2015). Based on Hussain and Lim (2016); Teng and Wang (2015) was convenience and availability were measured with four and organic knowledge two items based on Smith and Paladino (2010) respectively. The five items for consumers purchase intentions for organic food were considered from Prakash et al. (2018), Anisimova (2016) study. The details about adapted scale items are mentioned in Appendix-1.

All borrowed items were measured on a 5-point Likert-type scale where "1 = strongly disagree, 5 = strongly agree" (appendix 1). The questionnaire responses were also checked for common method variance i.e. CMV. For this purpose, we first used "Harman's single-factor test" to know each factor's variation percentage (Podsakoff et al., 2003). The findings depicted that an individual factor was accountable for only 46% of deviation that was in the suggested level i.e., <50% (Podsakoff et al., 2003). Thus, the result of CMV did not create any problem for further analysis as collected data was free from the biasness.

4. Data analysis

4.1. Confirmatory factor analysis

The data was analyzed using AMOS. Based on Anderson and Gerbing's (1988) idea, a two-phase process was used. Initially measurement model was designed and run followed by structural model assessment. All the proposed hypothesized relations among multiple constructs can be efficiently tested with structural equation modeling (Tabachnick & Fidell, 2007; Hair et al., 1998). Mainly, this analytical method is useful when empirically checking a theoretical model including multiple independent and dependent variables like the current paper (Tabachnick & Fidell, 2007; Hair et al., 1998).

For the same, CFA based measurement model was designed and checked for goodness of fit indices, standardized coefficients. The values of coefficients were found over and above 0.60 and thus depicted that all factors were loaded well in CFA model. In this model, all 29 adapted items were loaded properly on eight different factors (Table 2). Further the values of all fit indexes also found in recommended range ($\chi^2/DF = 3.00$, $p < 0.001$, $GFI = 0.817$, $AGFI = 0.770$, $RMSEA = 0.063$, $CFI = 0.891$). These factor loadings were provided in Table 2 with their corresponding items. The all items factor loadings were above 0.60 (Table 2), consequently found adequate for measurement model analysis (Nunnally, 1978). In addition, with SPSS, the value of Cronbach's alphas was also checked for all key constructs and found above 0.70 (Table 2). Thus collected data also fits for the internal consistency.

For the validity check the values of composite-reliability (CR), AVE and inter construct correlations were computed. The calculated values of CR were found more than 0.70 (Fornell & Larcker, 1981; Nunnally, 1978) and mentioned in Table 2. The values of AVE for all constructs were above 0.50 (Fornell & Larcker, 1981). Thus, taking into consideration the value of CR, AVE and factor loading it can be said that data were found to have convergent validity (Table 2).

Moreover, discriminant validity was ensured based on inter-construct correlations and its comparison with square root of AVEs. Both of these values are reported in Table 3. As this table clearly depicted that correlation values are less than square root of AVEs that are presented diagonally, thus data was found to fit for discriminant validity (Fornell & Larcker, 1981). Besides, the values of inter-construct correlation were under 0.85 (Kline, 2005). Consequently, all conditions for discriminant validity are fulfilled.

Table 2
Results of CFA model, reliability and validity.

Construct	Item	Internal reliability Cronbach's alpha (α)	Validity		
			Factor loadings	(CR)	(AVE)
Functional value quality	FVQ 1	0.909	0.754	0.820	0.537
	FVQ 2		0.846		
	FVQ 3		0.732		
	FVQ 4		0.661		
Social Norm	SN1	0.706	0.696	0.753	0.526
	SN2		0.828		
	SN 3		0.857		
Consumer Innovativeness	CI 1	0.921	0.919	0.929	0.814
	CI 2		0.973		
	CI 3		0.867		
Green Trust	GT1	0.905	0.861	0.812	0.595
	GT 2		0.613		
	GT 3		0.817		
Health Benefits	HB 1	0.930	0.772	0.930	0.727
	HB 2		0.853		
	HB 3		0.911		
	HB 4		0.832		
	HB 5		0.889		
Convenience & Availability	CA 1	0.810	0.690	0.822	0.537
	CA 2		0.784		
	CA 3		0.675		
	CA 4		0.776		
Organic food Knowledge	OK 1	0.702	0.718	0.701	0.501
	OK 2		0.690		
Consumer Purchase Intention	CPI 1	0.901	0.739	0.897	0.636
	CPI 2		0.730		
	CPI 3		0.832		
	CPI 4		0.819		
	CPI 5		0.859		

4.2. Structural model and hypotheses testing

As a next step, SEM model was designed and checked for goodness of fit indices and standardized coefficients, t-values and p-values. Basically, this model assist the researchers to test the hypotheses. All proposed hypotheses were supported at 0.001, 0.01, 0.005 levels of significance (Table 4, Fig. 2). In addition, this model fitness indexes were also found in acceptable ranges ($\chi^2 = 2097.5$, $GFI = 0.93$, $CFI = 0.96$, $RMSEA = 0.06$). As a result, the this structural model showcase a better fit to the collected data.

Functional value quality was found significant and established to affect Consumers' purchase intentions ($\beta = 0.142$, $t = 2.52$), thus H1 is accepted. This is supported by the findings are in line with the previous work in this areas per the earlier research on organic food items and functional value, the biological characteristics of organic foods were used to identify the functional value (Rahnama, 2017; Finch, 2006). According to a systematic review that looked at 89 studies between 2005 and 2018, functional value, which is the health attribute, is one of the most factors that influences the intake of organic food (Kushwah et al., 2019). Customers care about quality because it relates to a variety of properties of organic products that preserve consumers' health, such as their entire naturalness, lack of chemicals and pesticides, and superior health benefits to those of conventional foods (Kushwah et al., 2019).

Further, social norms ($\beta = 0.153$, $t = 2.74$), consumer innovativeness, ($\beta = 0.121$, $t = 2.37$) and green trust ($\beta = 0.129$, $t = 2.39$) was also found to significantly and positively influence on consumers purchase intentions towards organic food. Accordingly, H2, H3 and H4 are accepted. The above stated findings are in line with the previous work that have confirmed this, demonstrating that consumers have inadequate understanding of the inspection procedures involved in organic

Table 3
Discriminant validity and Correlation among Constructs.

Constructs	1	2	3	4	5	6	7	8
1. Functional value quality	0.732							
2. Subjective norms	0.539	0.725						
3. Consumer innovativeness	0.607	0.556	0.902					
4. Green Trust	0.613	0.588	0.669	0.771				
5. Health Benefits	0.694	0.640	0.662	0.753	0.853			
6. Convenience & Availability	0.702	0.527	0.577	0.593	0.699	0.733		
7. Organic food Knowledge	0.639	0.558	0.582	0.629	0.697	0.720	0.794	
8. Consumer Purchase Intention	0.699	0.616	0.655	0.734	0.788	0.644	0.615	0.797

Notes: ^{a)} Correlations are significant at the 0.01 level.

b) The diagonal line of the correlation matrix represents the square root of AVEs.

c) off-diagonal elements are the correlations among constructs.

Table 4
Results of hypotheses testing.

S. No.	Hypotheses	B	t-value	Results
H1	Functional value quality → Consumer Purchase Intention	0.143*	2.52	Supported
H2	Subjective norms → Consumer Purchase Intention	0.153**	2.74	Supported
H3	Consumer innovativeness → Consumer Purchase Intention	0.121*	2.37	Supported
H4	Green Trust → Consumer Purchase Intention	0.129*	2.39	Supported
H5	Health Benefits → Consumer Purchase Intention	0.365***	6.09	Supported
H6	Convenience & Availability → Consumer Purchase Intention	0.254***	4.26	Supported
H7	Organic food Knowledge → Consumer Purchase Intention	0.658***	6.67	Supported

Notes: *p < 0.05; **p < 0.01; ***p < 0.001.

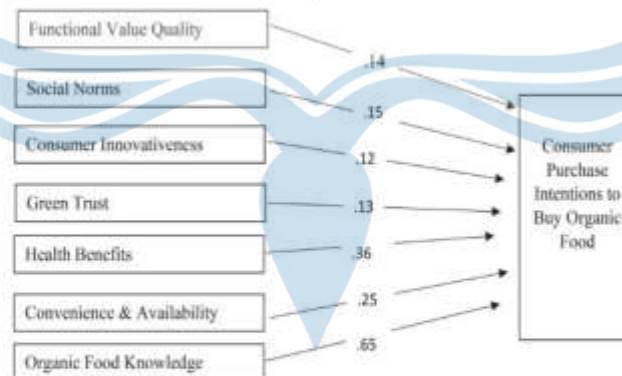
Model Fit: $\chi^2(2097.5)$, p < 0.00, GFI = 0.93, CFI = 0.96, RMSEA = 0.06.

production as well as the certification procedures of organic farming (Lockie et al., 2002).

Moreover, the results also depict that health benefits and convenience & availability have positively affected consumers' purchase

intentions toward organic food ($\beta = 0.365$, $t = 6.09$; $\beta = 0.254$, $t = 4.26$). Therefore, $H5$ and $H6$ are also accepted. As growing evidence demonstrates that food grown organically is rich in nutrients, such as Vitamin C, iron, magnesium, and phosphorus, with less exposure to nitrates and pesticide residues in organically grown fruits, vegetables, and grains when compared to conventionally grown products. Organic production also helps to reduce public health risks. Earlier research also supports that the market for organic foods is driven by consumers' desire for better health, who generally regard organic food as being healthier than conventional food products (Lea and Worsley, 2005). Additionally, the main reason people buy organic food is because they are concerned about their health (Lockie et al., 2002; Crankvis and Biele, 2001), at the same time it has been discovered that health consciousness predicts attitudes, intentions, and purchases of organic foods (Magnusson et al., 2003; 2004) because consumers of organic produce are aware that their food choices affect their health, value healthy and natural foods, and are prepared to switch to healthier options (Schiffman and Opland, 1998).

In continuation of the above-stated findings that are in line with the previous work in this regard, as lack of availability is frequently stated as a deterrent to buying organic goods (Lea and Worsley, 2005). It was cited as the biggest deterrent to customers not buying organic produce by Davies et al., in 1995. According to Lyons et al. (2001), consumers in Australia had difficult access to and limited availability of organic products. They demonstrated that the range of organic products was



Note: functional value quality, innovativeness and green trust are significant at .05 level; social norm significant at .01 level; health benefits, convenience & Availability and organic food Knowledge significant at .001 level).

Fig. 2. Empirical Model

Note: functional value quality, innovativeness and green trust are significant at .05 level; social norm significant at .01 level; health benefits, convenience & Availability and organic food Knowledge significant at .001 level).

smaller, their consistency varied more, and they often had petite shelf life than conventional products (Lyons et al., 2001). The same has been confirmed by studies conducted in other nations (Raulman, 2005), and it is significant since customers are unable to purchase organic products due to a lack of availability (Padel and Foster, 2005). In actuality, Tarkiainen and Sundqvist (2005) discovered that customer intention to purchase organic products were unaffected by the perceived availability of organic items. According to Padel and Foster (2005), customers do not want to make a lot of effort in order to buy organic products. In other words, customers want organic items to be accessible where they typically buy so that choosing organic products won't cause them any inconvenience.

Lastly, organic food knowledge was also found to influence consumers' purchase intentions towards organic food ($\beta = 0.658$, $t = 6.67$). As a result, H7 is also supported in this study, above-stated findings are in line with the previous work in this area that proves, knowledge is significant since it is thought to affect how consumers make decisions (Laroche et al., 2001). According to the findings of Hill and Lynchbaum (2002), education is a significant factor that influences the purchasing of organic products, which lends credence to this assertion. According to Moorman et al. (2004), consumers' decisions are influenced by their subjective knowledge because they are motivated to act in line with the knowledge they possess. Thus, all hypotheses are accepted and were found to affect consumers' purchase intentions toward organic food at a different level of significance. The empirical values of all tested hypotheses are reported in Table 4 and Fig. 2.

5. Discussion and implications

This study empirically checked that social norms, environmental awareness, and health advantages all influence consumers' intentions to buy organic food. Further among all predictors of consumer purchase intention towards organic food their knowledge about organic food strongly affect their intention. On the other hand, health benefits and convenience and availability of such type of products also exerts positive and significance influence towards their purchase intention for this type of food. These results are consistent with previous finds that confirm that organic foods is typically associated with health, environmental, and social concerns (Hansen et al., 2018; Singh & Verma, 2017), innovative consumers with a high level of knowledge of organic food may perceive its health, environmental, and social benefits readily (Nuttavuthisit & Thgersen, 2017). Therefore, innovative customers rely mostly on their knowledge to accept organic foods (Li et al., 2021).

5.1. Theoretical implications

First, this study provides an insight to the factors that determine consumers' intentions to purchase organic food; are influenced by functional value quality, social norms, consumer innovativeness and green trust. Additionally, health benefits, convenience and availability have significant influence on consumers choice for organic food. Having knowledge about organic food is one of the variables that have a great impact on the situation. As a consequence of this, the findings of this study are valuable to academics in India who could be interested in researching the issue of a lack of organic food on the market in India. Researchers in the food industry in India will benefit from an understanding of organic food since it will allow them to better comprehend the attitudes and behaviors of customers. Secondly, based on the selected set of factors, this study proposes a comprehensive outline for analyzing consumer healthy food choice intentions and prevalent organic food management research orientations.

By providing a sound theoretical framework for consumer behavior in any research context, the results of this study will help to close major research gaps in the literature. This study contributes to the existing literature on sustainability by focusing on the mechanisms underlying the numerous sub-dimensions of consumer innovativeness in the process

of developing organic food adoption behavior. These findings also aid in the development of marketing strategies to attract potential clients interested in purchasing organic foods. In addition, politicians in the country and other nations can utilize the findings of this study as a guide to switch to organic agriculture. This is because organic agriculture satisfies the preferences of consumers, is beneficial to both the environment and health, and is profitable for businesses.

5.2. Managerial implications

This study's findings will have consequences for the management of domestic and international food companies, allowing them to make more informed decisions and policies regarding the Indian food market. First, reinforcing past studies that show health-conscious customers are driven to preserve or improve their health and quality of life to prevent sickness. Healthy behaviors and self-awareness help them do this (Newsom et al., 2015). These people typically have an interest in and knowledge of diet and fitness (Kraft and Goode, 1993). At the same time, it has been identified that consumer scepticism of organic labelling procedures affects organic knowledge (Padel and Foster, 2005). Therefore, required appropriate labelling to make the consumers' trust the health benefits from organic food products. Additionally, Trust in organic certification affects consumers' buying intentions and organic produce's profitability (Zanoli et al., 2015; Karsten & Belz, 2006). Improving knowledge of the processes organic farmers use to grow/breed organic produce and the elaborate procedures in place to examine farms and test products will boost product trust and organic sales (Padel and Foster, 2005). Therefore, companies should increase green trust (Chen, 2016). Our findings may assist marketers and governments understand organic food consumption.

Secondly, finding suggest that knowledge of organic food is fundamental also as per earlier study by Lyons et al. (2001) also highlight that people prefer organic produce over conventional produce because it is more natural, raw, and unprocessed and they are aware about it. Therefore, it is suggested that Indian television could broadcast news about organic farming, talk shows with doctors or nutritionists discussing organically farmed foods, and other sustainable consumption issues to attract viewers. Thirdly, Marketers should use sustainable marketing methods like green advertising and eco-labelling to enhance environmental awareness and promote green consumption. Instead, then only adding eco-labels to items, marketers may improve customer knowledge of environmental issues. Governments and non-governmental organizations may be obliged to launch advertising campaigns to validate eco-label evidence regarding the use of organic products.

Lastly, research conducted by Lea and Worsley in 2005 suggests that customers seek an increased availability of organic goods. If organic food was easier to get their hands on, the majority of consumers would purchase more of it (Lea and Worsley, 2005). This is owing to the limited availability of organic products for purchase. In contrast, research has shown that a product's restricted availability is a significant barrier to purchase (Magnusson et al., 2001). Based on these findings, efforts should be made to improve the effective distribution channels, and shorten food supply chains in order to encourage customers to purchase real organic produce. Therefore, it is suggested that marketing specialists must manage and guarantee the supply of organic food and make it convenient and accessible to consumers. Increasing the availability of eco-friendly products could facilitate sustainable consumption.

5.3. Limitations and future research directions

There are several restrictions of this study. Data for this study were gathered by a questionnaire survey. The results could be impacted by common method bias because the same respondents submit measurements for each variable at the same time. Therefore, future studies should circumvent this constraint by gathering data from the same respondents over a longer period of time. Additionally, cross-sectional

data may have an impact on the analysis findings, and longitudinal data is better suited for determining the causal relationship between variables. To verify the causal linkages in this study, long term data should be gathered in subsequent studies. Additionally, we gathered data from several Indian customers. The results' generalizability can be a drawback. Therefore, to identify problems with organic food, future studies should gather data in other nations. Moreover, this study check direct impact of a number of key drivers of consumer purchase intention to buy organic food. Further in upcoming work some mediator (consumer attitude, commitment, green pricing etc), moderator or control variables (age, gender, income, education etc.) can be included to assess both direct as well as indirect impact of these drivers on consumer purchase intention to buy organic food.

6. Conclusions and future research

This study provides evidence that social norms, environmental awareness, and health advantages all influence consumers' intentions to buy organic food. In order to effectively communicate the advantages of organic food production and consumption in terms of health and

environmental issues, local authorities and marketing professionals should use programmes like commercials, campaigns, or storytelling techniques. In order to persuade consumers that the higher pricing of organic products are justified, the food business should also market the benefits of eating organic foods. The results of this study have ramifications for academics and executives in the management and growth of organic foods. Our research specifically contributes to the field's body of knowledge and aids company managers in formulating and implementing market strategies for organic foods in India.

Declaration of competing interest

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

Data availability

Data will be made available on request.

Appendix. Table

S. NO	VARIABLE NAME	STATEMENTS OF THE VARIABLES	SOURCE
1	FUNCTIONAL VALUE QUALITY	1) I buy organic food products due to their consistent quality. 2) I think the organic food products and services are well made. 3) I think organic food products/services have an acceptable standard of quality. 4) I think the organic food products/services are reliable	Iwerrey and Siman (2001), Awad and Ou (2016), Wang et al. (2018)
2	SOCIAL NORMS	1) I think buying organic food products helps me feel comfortable. 2) I think purchasing organic food products makes me good impression in the eyes of other people. 3) I think purchasing organic food products at market places gives me social approval/respect.	Awad and Ou (2016), Khan and Mohsin, (2017), Iwerrey and Siman (2001), Wang et al. (2018)
3	CONSUMER INNOVATIVENESS	1) Compared to my friends, I purchase more organic food products. 2) In general, I am among the first in my circle of friends to buy organic food product when it appears. 3) If I heard that organic food products are available in shops, I would be interested enough to buy them	Konek (2019)
4	GREEN TRUST	1) Organic food products are generally reliable & trustworthy. 2) Organic food labels are easily understood. 3) Organic food certification is extremely reliable.	Babin and Tarron (2020) Chen (2010) Sims and Kable (2018)
5	HEALTH BENEFITS	1) Organic foods are safer to eat than conventional foods. 2) Organic foods have more nutrients than conventional ones (i.e. higher vitamin content) 3) Consuming organic foods is better for health than conventional foods. 4) Consuming organic foods reduces the risk of illness in my family. 5) Consuming organic foods avoids health risks that may be associated with eating non-organic foods	Alam (2013)
6	CONVENIENCE & AVAILABILITY	1) There are few grocery stores selling organic foods close to where I live or work. 2) I have to order the organic food I would like to buy some days before I get it. 3) The stores that I frequently shop do not sell a variety of organic foods. 4) Organic food is only available in limited stores/markets.	Hussain and Lin (2018), Fong and Wang (2015)
7	ORGANIC KNOWLEDGE	1) An increase in organic knowledge will increase consumer's positive attitudes towards organic produce. 2) Consumers awareness about organic food increase consumer's positive attitudes towards organic produce	Smith(2010)
8	CONSUMER PURCHASE INTENTION	1) I am willing to buy organic food while shopping. 2) I will make an effort to buy organic food in the near future. 3) I intend to buy organic products because they are more environmentally friendly. 4) I will continue purchasing organic foods 5) I would recommend purchasing organic food to a friend/relative	Prakash et al. (2018), Anisimova(2016)

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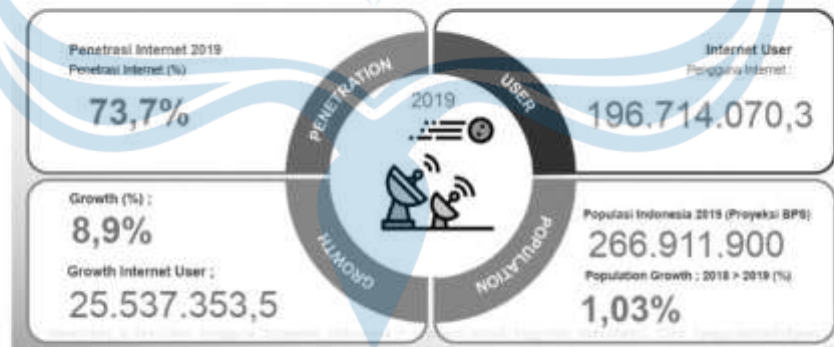
JURNAL APLIKASI MANAJEMEN		VOLUME 21 ISSUE 3 SEPTEMBER 2023	
JAM Jurnal Aplikasi Manajemen Journal of Applied Management Volume 21 Issue 3 September 2023		DOES DIGITAL MARKETING BASED ON BRAND IMAGE AND BRAND TRUST AFFECT PURCHASE DECISIONS IN THE FASHION INDUSTRY 4.0?	
21 3 2023		Sayyidah Hafidhatul Ilmi Eric Harianto Management Program, Universitas Ciputra Surabaya, Indonesia Riduan Mas'ud Islamic Economics and Business, Universitas Islam Negeri Mataram, Indonesia Muhammad Azizurrohman Southern Taiwan University of Science and Technology, Taiwan	
Received Revised Accepted	June '23 July '23 August '23	Abstract: Factors forming purchasing decisions are important for companies to analyze to be sustainable in rapid technological developments. The rapid development of technology is followed by e-commerce in Indonesia, which results in increasingly fierce competition between competitors. This study aims to analyze and examine the impact of digital marketing on brand trust and brand image that influence the purchase decision of Mirrorplus.id products. Data collection uses quantitative methods by distributing questionnaires to Mirrorplus.id consumers. The study was conducted from July 2021 to January 2022. The sampling technique used purposive sampling with several criteria and 139 respondents. The data analysis technique used SEM-PLS with the help of SmartPLS 3.2.9. The results of the study yield several conclusions, namely, digital marketing has a significant and positive effect on brand image and brand trust, brand image does not have a significant but positive effect on purchasing decisions, and brand trust has a significant and positive effect on purchasing decisions. The implication that will be carried out is to carry out a market penetration and product development strategy. Market penetration can be done by adding promotion and marketing costs to Mirrorplus.id digital media. Some steps can be taken are collaborating with several influencers, where influencers can spread the Mirrorplus.id brand by explaining product functions and values.	
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INTRODUCTION

Internet technology in Indonesia has entered high growth, and almost all jobs have used digital-based regulations (Bisma and Pramudita, 2020). This significant growth rate is based on broadband and digital transformation that has been widespread since the Covid-19 pandemic. Based on the data from the Indonesian Internet Service Providers Association (APJII), the internet users reached 196,714,070, with an increase of 8.9% from 2020. The growth of the Internet also affects the growth of e-commerce in Indonesia, where according to BPS, there is an increase of 45.93%. The increase in the number of e-commerce is due to changes in consumer habits in shopping since the Covid-19 pandemic. The effects of the pandemic make consumers avoid physical contact (Rohmah, 2020). This change in habit patterns is felt until Indonesians get used to meeting their online shopping needs. It is what makes offline business people move to sell online. Sales through online media also have many conveniences, including easy access to expand market segments so that business performance processes can run effectively and efficiently. Some of these advantages encourage the emergence of e-commerce, which results in increasingly fierce competition.

The role of digital media in business is believed to be one of the attractive marketing tools where digital media can carry out two-way communication between sellers and buyers, can make

advertising campaigns, and form brand images so that the value of the brand can be conveyed to consumers (Zahira and Prasetyo, 2021). Through digital media, companies can display several reviews made by previous consumers in the form of photo/video content, and this can be done to build consumer trust. Digital media changes are also growing rapidly, one of which is tiktok. At first, Tiktok was only social media where only digital media showed short videos as entertainment. Still, now it can be used as a shopping medium because Tiktok has added a new menu, namely tiktokshop, where consumers do not need to switch to e-commerce to buy products promoted on tiktok. An online advertisement is a form of promotion that uses the Internet to attract customers (Nizam and Jaafar, 2018). Online advertisement is an alternative to Mirrorplus.id in targeting its market segment. The online advertisement used by Mirrorplus.id is an advertisement shop. Through the shopee advertising feature, Mirrorplus.id can market its products through keywords, categories, and similar images in the Shopee application. The average cost for Shopee advertising per week is IDR 700,000. This amount can go up or down depending on the chart analysis. Fees will be increased 2-3x if Mirrorplus.id participates in e-commerce programs such as the 10.10 Shopping Sale and 12.12 Big Mega Shopping Day events. The target of this promotion is to increase Mirrorplus.id products to the top search rankings.



Source: APJII Internet Survey Report 2019-2020

Figure 1. Internet User Penetration 2020

The rapid development of the digital media functions shows the importance of companies implementing marketing strategies through digital media appropriately. Companies can use digital marketing strategies to form a brand image and increase trust (Zahira and Prasetyo, 2021). Several studies were conducted on the influence of digital marketing, one of which was conducted by (Hasan and Sohail, 2020). This study discussed the influence of digital marketing on purchasing decisions and the impact of the moderating relationship between local and non-local brands. The number of samples used in this study amounted to 343 respondents and was analyzed using the structural equation modeling method. The study's conclusion shows that the variables of brand trust, brand community, brand awareness, and interaction affect purchasing decisions. Another study was conducted by (Adiwardjaja and Tarigan, 2017), which discussed the impact of the influence of brand image and brand trust on the purchasing decision of Converse shoes. The number of samples used in this study amounted to 50 and was analyzed using the PLS method. The results showed that brand image and brand trust had a positive and significant effect on purchasing decisions. Meanwhile (Pramezwaray et al., 2021) researched the effect of brand trust and sales promotion on consumer purchasing decisions. The number of samples in this study amounted to 200 respondents and was analyzed using the multiple linear regression method. The results showed that sales promotions and brand trust can significantly influence purchasing decisions. Subsequent research (Ali et al., 2019) discussed the influence of several variables on purchasing decisions, such as brand image, brand equity, and brand trust. The number of samples in this study amounted to 40 respondents and was analyzed using the multiple linear regression method. The results showed that brand image, brand equity, and brand trust had no significant effect partially on purchasing decisions.

Huge profit opportunities encourage many business people to explore e-commerce, including Mirrorplus.id. This company was founded in September 2020 by a family business in the Mojokerto Regency area. Mirrorplus.id sells aesthetic mirrors as its main product. Still, for the last three months, Mirrorplus.id has also been packing sale materials or product packaging such as bubble wrap and in-

sulation. Mirrorplus.id segment customers are women ranging in age from 14 years to 45 years in Indonesia. Mirrorplus.id focuses on conducting online advertisements and collaborating with various influencers to reach its target market. Meanwhile, the customer segment for packing and packaging material products at Mirrorplus.id uses Facebook media to target small businesses around Mojokerto.

So far, Mirrorplus.id has never researched the influence of digital marketing on purchasing decisions. The use of digital media in a business is believed to be an attractive marketing tool, where digital media can carry out two-way communication, conduct reviews, offer campaigns, and provide relevant content to strengthen relationships and create value for consumers (Zahira and Prasetyo, 2021). Several researchers conducted research and concluded that digital marketing has a significant effect on purchasing decisions (Fitriana and Aurinawati, 2020), (Harto et al., 2021), and (Khoziyah and Lubis, 2021). One of the factors that influence purchasing decisions are brand image and brand trust (Nabila and Usman, 2020), (Sanny et al., 2020), and (Hasan and Sohail, 2020). It is, of course, utilized by Mirrorplus.id to market products through digital media to form a brand image and build consumer brand trust. Seeing how important it is for a company to implement a marketing strategy through digital media to build a brand image and increase customer trust in the brand to increase consumer interest in buying (Zahira and Prasetyo, 2021). The fluctuation in Mirrorplus' revenue turnover does not align with the number of complaints. The complaints experienced by Mirrorplus.id were in the form of product complaints that were not in good condition (broken) when received by consumers. Because the main product is mirror glass, Mirrorplus.id cannot avoid problems during shipments made by the expeditionary party. Mirrorplus.id anticipates this by providing a new product return guarantee if the product received is broken. This guarantee is used to build consumer trust.

Another study was conducted by (Adiwardjaja and Tarigan, 2017), which discussed the effect of brand image and brand trust on purchasing decisions for Converse shoes. The number of samples used in this study amounted to 50 and was analyzed using the PLS method. The results of the stu-

dy show that brand image and brand trust have a positive and significant effect on purchasing decisions. Meanwhile (Pramezwary et al., 2021) researched the effect of brand trust and sales promotions on consumer purchasing decisions. The number of samples used in this study amounted to 200 respondents and was analyzed using multiple linear regression methods. The results of the study show that sales promotions and brand trust can have a significant influence on consumer purchasing decisions. Digital marketing research is an exciting matter associated with brand image and trust because the digital marketing world is relevant to today's developments. The novelty in this research is the link between digital marketing and brand image, and brand trust in purchasing decisions. This research will assist management in knowing the effect of digital marketing on brand image and trust and the impact of brand trust on purchasing decisions. The research objective is to analyze the effect of digital marketing on brand trust, the effect of digital marketing on brand image, the effect of brand trust on purchasing decisions, and the influence of brand image on purchasing decisions.

LITERATURE REVIEW

Digital Marketing

Digital marketing is a technology for marketing products or services through digital media. Some digital media that can be used are social media, websites, or even podcasts via youtube (Rachmadi, 2020), (Graesch et al., 2021). The purpose of the digital marketing process is to attract customers and be able to interact (Mkwizu, 2019) (Hilal-Ramadhan et al., 2021). The successful implementation of digital marketing will positively impact the expansion of the company's target market (Khoziyah and Lubis, 2021). The vital role of digital marketing is to attract more consumers by using marketing communication strategies.

Research on digital marketing strategies has been widely carried out, one of which is the strategy used by big fashion brands in digital marketing, namely the storytelling technique (Romo et al., 2017). Another strategy for optimizing content in digital content marketing is optimizing social media content through scheduled interactions (Hayu, 2019). The relationship between digital marketing and social media is significant now. Using social media, we can buy goods with one click or market

goods easily. Digital marketing is a digital technology related to communication to achieve marketing goals. Some of the digital media used by Mirrorplus.id are as follow.

Instagram. Instagram is a social networking media used to share videos or photos with other users (Suyono and Pambudi, 2019). Instagram is an effective digital media for sharing experiences, including shopping. Instagram users interact with each other and recommend product purchases to other users. It is what companies can use to build a brand image. Besides that, Instagram can also be a liaison between sellers and potential buyers to interact. Replay menus, messages, and comments can be used as a medium of interaction between companies and buyers. Several other menus can also be used, such as product advertisements that lead to purchases by directing them to websites or e-commerce. Related research conducted by (Puspitarini and Nuraeni, 2019), Instagram can be used in the company's marketing process through several features offered, such as the advertising process, making discounts, and giveaways. This promotional strategy can be used on the Instagram platform as a promotional medium.

Tiktok. Tiktok application is a social networking media used to share short videos and broadcast live. Initially, TikTok was only used as a medium for social interaction. However, in early 2022, tiktok launched a new menu, namely tiktokshop, where users can sell directly through the tiktok application. So that companies can carry out digital marketing processes using tiktok ads. In addition, sellers can also take advantage of the live broadcast menu to promote their products. The live broadcast has a comment menu so viewers can ask questions directly and interact with sellers. From some of the explanations above, Tiktok is a digital media with a good influence. Besides being widely used in all circles, Tiktok also adds a tiktokshop menu where business people can directly target their market segments. Therefore, the right digital marketing process will have a positive effect (Wibowo and Yudi, 2021).

Brand Image

Brand image is a form of initial belief in a particular brand or product. Consumers can give a first impression by forming a brand image (Harto et al., 2021), both positive and negative impressi-

ons. Companies use the brand image to display the value and advantages of the brand to consumers. Forming a good brand image will create the initial perception of consumers. Therefore, the company must pay attention to the steps for forming a brand image so that consumers' perception becomes a positive one.

Brand Trust

The definition of brand trust is a form of consumer voluntary action to trust the value of a product/brand (Enehasse and Saglam, 2020). Trust is one of the main features between customer and company relationships and is one of the core variables for building long customer relationships. Trust in the brand can be seen from the extent to which consumers accept that the product fulfills their desires. When trust is well formed in consumers, products will be purchased more often for reasons of less perceived risk. Based on the statement about the description of brand trust above, it can be said that when consumers trust certain products, it will encourage trust to buy the brand.

Purchase Decision

A purchase decision is a process of comparing a product to form a purchase decision (Susilawati and Wufron, 2017); (Nabila and Usman, 2020). The purchase decision is the stage of problem-solving to buy the desired target. So it can be said that the purchase decision is a series of choices before the buying process occurs (Komalasari et al., 2021). The stages in decision-making are the process of finding the information about products, such as brands, uses, and advantages, after which consumers begin to evaluate by comparing with the other competitors before making a decision. A

company must be able to analyze consumers' desires and decision-making processes. In short, the purchase decision means the selected item has more value than competitors.

Hipotesis Framework

Digital marketing is one of the variables that positively impact brand image. Research conducted by Fitrianna and Aurinawati (2020) states that the relationship between the use of digital marketing and the effect of strengthening brand image has a positive impact. It means that the better digital marketing is done, the brand image can increase in the eyes of consumers. The results of this study are also reinforced by research conducted Harto et al. (2021), which states that the application of digital marketing has a good impact on the brand image because digital marketing activities provide information about the company to consumers so that the brand image can be well perceived by consumers.

H1: Digital marketing has an effect on brand image.

Digital marketing is one of the variables that have a positive impact on brand trust. One of the crucial requirements for having a strong brand in the online world is influenced by the trust factor. Trust in a brand is a consumer's desire for promises offered by a brand to be kept. It is in line with research conducted by Subawa et al. (2020), which states that digital marketing positively impacts creating a company's brand trust. Companies can easily target consumer brand trust through assistance from digital marketing, especially social media marketing.

H2: Digital marketing affects brand trust.

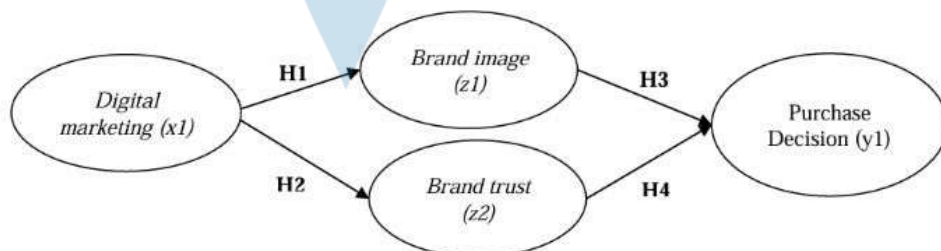


Figure 2. Hipotesis Framework

Brand image is a set of beliefs, ideas, impressions, and perceptions of a person, a community, or society about a brand (Parno, 2018). Consumers view brand image as the most essential part of a product because brand image reflects a product. In other words, brand image is an important element that can encourage consumers to buy a product. The better the brand image attached to the product, the more consumers will be interested in purchasing the product. One of the studies conducted by Zamrudi et al. (2016) said that brand image is an important part that needs to be maintained from a consumer perspective. It aligns with research conducted by Fitrianna and Aurinawati (2020), which says that brand image can influence purchasing decisions. The better consumers perceive the product's brand image, the higher the purchasing decision.

H3: Brand image has an effect on purchasing de-

cisions.

Brand trust is one of the variables that influence purchasing decisions. In the field of e-commerce, brand trust has an important role. According to research conducted by Nabila and Usman (2020), brand trust significantly affects purchasing decisions. The higher self-efficacy owned by consumers the impact on increasing purchasing decisions owned by consumers. Likewise, if the brand trust obtained by consumers is low, purchasing decisions will decrease. Consistent with the results of this study, several other studies were conducted by Subawa et al. (2020), Enehasse and Saglam (2020), Hasan and Sohail (2020), Atulkar (2020), and Sanny et al. (2020) also stated that brand trust has a significant effect on purchasing decisions.

H4: Brand trust has an effect on purchasing decisions.

METHOD

Table 1. Variable Operational Definition

Variable	Indicator	Size
Digital Marketing (X) (Suseno, 2019)	Interactivity	ease of exchanging information interactive communication
	Demassification	information spread widely efficient marketing media
	Asynchronous	can send and receive information at any time increase product knowledge deeper
	Corporate Image	Company reputation Enterprise production integrity
Brand Image (Z1) (Susilawati and Wufron, 2017)	User Image	Consumer lifestyle Consumer social strata
	Product Image	Product Variation Product Quality
	Viability	Products can satisfy consumer needs. Value according to what is offered
Brand Trust (Z2) (Adiwidjaja and Tarigan, 2017)	Intentionality	Guarantee as a security guarantee Trust that the product lives up to expectations.
	Want To Have	Interest in the product Knowing the function and value of the product well
Purchasing Decision (Y) (Adiwidjaja and Tarigan, 2017)	Buying	Want to buy the product Want to use

Population is the target object for collecting data. Populations can be organisms, people or groups of people, communities, organizations, objects, or events, all of which have characteristics and must be explicitly defined. The population in this study are all Mirrorplus.id consumers. The research sample intended as respondents in this study were digital marketing users who had shopped at Mirrorplus.id. The sampling technique used in this study uses a purposive sampling method with the criteria: Male and female, Minimum age of 15 years, Using digital marketing in daily activities, having made purchases at Mirrorplus.id at least three times, Purchase period from June to September 2021. The number of samples obtained was 139 people. This research includes a quantitative research model with data obtained through distributing questionnaires. The research population uses a purposive sampling technique, where the sample is selected based on an assessment of specific characteristics. The collected data will be analyzed using the SEM-PLS (Structural Equation Model-Partial Least Square) statistical method. SEM-PLS analysis using SmartPLS 3.2.9 tools. The reason for choosing PLS-SEM is that PLS does not require data normality univariably or multivariate (Tanjojo et al., 2021). Several analyses were carried out, namely the process of analyzing the outer and inner models, and then hypothesis testing was carried out to determine the effect of significance between variables. The results of the data analysis process will draw conclusions based on the theory in previous research. In addition, suggestions will also be given for reference for readers and future research (Sugiono, 2017). In this study, four variables are used: digital marketing, brand image, brand trust, and purchasing decisions. The analysis used is a descriptive quantitative analysis using SEM-PLS.

RESULTS

Testing Outer Model

The outer model analysis process is carried out to measure the outer part of the SEM-PLS model, and to measure the outer model used two tests, namely validity and reliability. For the validity test process in SEM-PLS, there are two types of tests, namely calculations using convergent validity and discriminant validity (Purwanto and Sudargini, 2021).

Convergent Validity

Convergent validity analysis is used to measure the validity of the construct correlation on the latent variable. The convergent validity value can be known by calculating the loading factor and the calculation of AVE (Average Variance Extracted) value (Purwanto and Sudargini, 2021). If the value of the loading factor indicator is more than 0.7, then the indicator can be said to be valid. Still, if the loading factor of the indicator is less than 0.7, then the indicator has not met convergent validity. The results of the validity test of digital marketing variables that have been processed showed that all digital marketing variable indicators' loading factor value is above 0.7. So it can be concluded that all indicators of digital marketing variables used have a high level of validity to meet convergent validity. The results of the validity test of the brand image variable that has been processed showed that the loading factor value of all brand image variable indicators has a value above 0.7. So it can be concluded that all indicators of brand image variables used have a high level of validity to meet convergent validity. The results of the validity test of the brand trust variable that has been processed showed that the loading factor value of all indicators of the brand trust variable is above 0.7. So it can be concluded that all indicators of the brand trust variable used have a high level of validity to meet convergent validity.

The results of the validity test of the purchasing decision variables that have been processed showed that the loading factor value of all purchasing decision variable indicators has a value above 0.7. So it can be concluded that all indicators of the purchasing decision variables used have a high level of validity to meet convergent validity. In addition to being known from the loading factor value, the convergent validity test can be seen by looking at the Average Variance Extracted (AVE) value. The AVE value that must be generated for each variable is at least 0.5. If the AVE value of the variable is above 0.5, it can be said that the variable has met convergent validity (Marliana, 2020). It can be seen that the AVE value of all research variables has a value greater than 0.5, which means that it has met the limit of convergent validity. So it can be concluded that the indicators of the research variables used have met convergent validity and are declared valid.

Discriminant Validity

Discriminant validity is used for the comparison evaluation process between two concepts where the results must show differences. This discriminant validity test can be known by calculating the cross-loading value and the relationship between the AVE value and its latent variable (Purwanto and Sudargini, 2021). An indicator can be declared to meet the discriminant validity limit if the cross-loading value has a value above the critical factor value (0.7) and the vice versa. If the cross-loading value is less than 0.7, it can be stated that the indicator does not meet discriminant validity and is declared invalid. The cross-loading values processed showed that the cross-loading between indicators and other variables has a cross-loading value greater than 0.7. So it can be said that the research indicators have met discriminant validity so that it is declared valid. In addition to cross-loading, discriminant validity can be measured by comparing the AVE value with the correlation of the latent variables. The relationship between the AVE value and the latent variable / discriminant validity the variable is valid if the AVE root is greater than the correlation of the latent variable.

Reliability Test

A reliability test is used to determine a measuring instrument's consistency level. The reliability test of this study can be seen from the value of Cronbach's alpha and composite reliability. The variable is declared reliable if the value of Cronbach's alpha is greater than 0.07 and the composite reliability value has a value above 0.07. The results of the research sample reliability test showed that the value of Cronbach's alpha of all variables is above 0.6, and the value of composite reliability

on each variable is above 0.7. So it can be concluded that the research construct can be said to be reliable.

Inner Model Analysis (Structural Model)

The inner model analysis uses the r-square value (reliability indicator) as a determinant. If the r-square value is high, the better the study's prediction model. Analysis of Variance (R²) is used to determine the amount of influence of the independent variable. The value of the coefficient of determination of this study can be concluded that the value of the r-square of the impact of digital marketing on the Mirrorplus.id brand image is 0.291 or 29.1%. Meanwhile, based on the r-square brand trust value, the influence of digital marketing on Mirrorplus.id brand trust is 0.365 or 36.5%. And the value of the independent variable on the purchase decision of Mirrorplus.id has an r-square value of 0.517 or 51.7%.

Hypothesis Testing

The measurement of the significance of the structural model test can be seen from the p-value and t-statistic values. The p-value will have a significant effect if the value is smaller than 0.05 or 5%, whereas if the p-value is greater than 0.05, it has an insignificant impact. The value of t-statistics will have a significant effect if the value is greater than 1.96, whereas if the value of t-statistics is less than 1.96, then it means no significant effect. The measurement of positive influence can be chosen from the original sample value. If the value of the original sample is positive, the direction of the effect is positive. If the value of the original sample is negative, the direction of the effect is negative. The value of testing the hypothesis of this study can be seen in Table 2.

Table 2. Path Koefisien

Hypothesis	Original Sample (O)	T Statistics (O/STDEV)	P Values
Digital Marketing -> Brand Image	0.539	7.208	0.000
Digital Marketing -> Brand Trust	0.596	9.754	0.000
Brand Image -> Purchase Decision	0.181	1.910	0.057
Brand Trust -> Purchase Decision	0.604	6.992	0.000

The original sample value in the first hypothesis is 0.539, and the p-value of 0.000 is smaller than 0.05, meaning that the relationship has a significant effect. The direction of influence of the original sample value shows a positive value, and there is an increase in digital marketing variables. In contrast, other variables remain, and the brand image value will increase. The positive direction shows that digital marketing positively affects brand image. Based on the test results, it can be concluded that the first hypothesis is accepted.

The original sample value of the second hypothesis is 0.596, and the p-value of 0.000 is smaller than 0.05, meaning that the relationship has a significant effect. The direction of influence of the original sample value shows a positive value, and there is an increase in digital marketing variables while other variables remain; the brand trust value will increase. The positive direction shows that digital marketing has a positive effect on brand trust. Based on the test results, it can be concluded that the second hypothesis is accepted.

The original sample value of the third hypo-

thesis is 0.151, and the p-value of 0.057 is greater than 0.05, meaning that the hypothesis relationship has no significant effect. The direction of influence of the original sample value shows a positive value, and there is an increase in the brand image variable while other variables remain; the value of purchasing decisions will increase. The positive direction indicates that the brand image has a positive effect on purchasing decisions. Based on the test results, it can be concluded that the third hypothesis is not accepted.

The original sample value of the fourth hypothesis is 0.604, and the p-value of 0.000 is greater than 0.05, meaning that the hypothesis relationship has a significant effect. The direction of influence of the original sample value shows a positive value, and there is an increase in the brand trust variable while other variables remain; the value of purchasing decisions will increase. The positive direction indicates that brand trust has a positive effect on purchasing decisions. Based on the test results, it can be concluded that the fourth hypothesis is accepted.

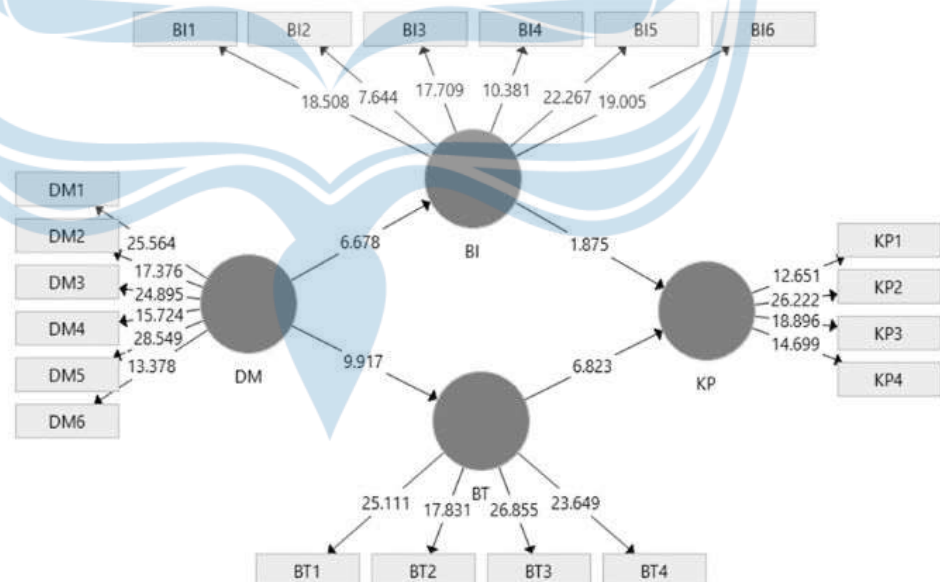


Figure 3. Hypothesis Test Results

DISCUSSION

Digital Marketing and Brand Image

Based on the research results through testing, the first hypothesis is accepted; it can be explained that digital marketing positively affects brand image. These results support previous research conducted by Sanny et al. (2020), Fitrianna and Aurinawati (2020), and Harto et al. (2021), which stated that digital marketing has a positive effect on brand image. The better digital marketing is done, the better the brand image in the eyes of consumers. Marketing through digital media has a significant effect on increasing brand awareness and brand image so that it can influence purchasing decisions for Chocolate Monggo products in Yogyakarta. (Fitrianna and Aurinawati, 2020)

The influence of marketing strategies through digital marketing on brand image has a good impact on Mirrorplus.id's brand image. It is because digital marketing activities provide information about products and the value of buying mirrors at Mirrorplus.id to consumers. Through digital marketing strategies, the brand image of Mirrorplus.id can be well perceived by consumers. Consumer perceptions are better than before because by utilizing digital marketing strategies, consumers know Mirrorplus.id's image better. Even with a digital marketing strategy, it has a good impact by increasing Mirrorplus.id's market share. That proves digital marketing has a key role in creating a brand image.

Digital Marketing and Brand Trust

Based on the research results through testing, the second hypothesis is accepted. It can be explained that digital marketing has a positive effect on brand trust. Brand trust, community, awareness, and interactions affect purchasing decisions. (Hasan and Sohail, 2020). These results support previous research conducted by (Subawa et al., 2020), which stated that digital marketing has a positive and significant impact on brand trust.

Marketing strategies through digital companies can easily target consumer brand trust. The process of using digital media properly with efforts to provide continuous information through digital media can build a level of consumer confidence. Mirrorplus.id always informs consumers about the advantages/values of shopping at Mirrorplus.id compared to its competitors by providing a pur-

chase guarantee. Efforts to provide this information will eliminate consumer doubts about buying so that a good digital marketing process can significantly affect the growth of trust in a brand.

Brand Image and Purchasing Decisions

Based on the research results through testing, the third hypothesis is not accepted. It can be explained that brand image has a positive effect on purchasing decisions but does not have a significant impact on purchasing decisions. This research is not in line with the study conducted by Harto et al. (2021). However, this research is in line with research conducted by (Ali et al., 2019), which states that brand image has no significant effect on purchasing decisions. Brand image and brand trust have a positive and significant impact on purchasing decisions. (Adiwidjaja and Tarigan, 2017)

Every consumer has specific reasons for deciding to buy a product. Sometimes consumers buy products for the sole reason of desire. Another reason is sometimes, to meet needs without looking at the brand image, there is a need for encouragement so that consumers in making decisions can look at it in terms of brand image to create a strong relationship with mirror buying decisions at Mirrorplus.id.

That also shows that the brand image of Mirrorplus.id is still not strong in the eyes of consumers. The brand image itself is interpreted as a perception in the minds of consumers that they can freely associate with the brand. This collection of associations will help consumers make decisions with limited information, even before they try the product or service. This limited information should be utilized by Mirrorplus.id to increase its competitiveness in attracting new consumers. With a strong brand image, Mirrorplus should be able to have a stronger bargaining position than its competitors.

Brand Trust and Purchasing Decisions

Based on the research results through testing, the fourth hypothesis is accepted. It can be explained that brand image has a positive effect on purchasing decisions. These results support previous research conducted by (Nabila and Usman, 2020); brand trust significantly affects purchasing decisions. The higher self-efficacy owned by consumers the impact on increasing purchasing deci-

sions owned by consumers. Likewise, if the brand trust obtained by consumers is low, purchasing decisions will decrease. Consistent with the results of this study, several other studies were conducted by (Subawa et al., 2020), (Enehasse and Saglam, 2020), (Hasan and Sohail, 2020), (Atulkar, 2020), (Sanny et al., 2020) also stated that brand trust has a significant effect on purchasing decisions.

Creating brand trust is a positive value for Mirrorplus.id. Growing trust shows that the company's consistency in providing shopping security is better than its competitors. Providing security in shopping by providing a new product guarantee for mirror products is quite a consideration for consumers. Apart from providing a warranty for the delivery of a new product if the product received is damaged/broken, mirrorplus.id also bears the shipping cost. This value is built by Mirrorplus.id to attract consumer trust and also as a comparative value from competitors.

A lean business in its operations can create a competitive advantage to win the competition (Harianto, 2018). It is essential to create a business that has optimal operations. Digital marketing is one of the efficient and effective business models that can make a business sustainable (Harianto and Soenardi, 2022). Based on the research results through testing, the first hypothesis is accepted. It can be explained that digital marketing has a positive effect on brand image. These results support previous research conducted by Suseno (2019), Fitriana and Aurinawati (2020), and Harto et al. (2021), which stated that digital marketing has a positive effect on brand image. The better digital marketing is done, the better the brand image in the eyes of consumers. It is because digital marketing activities provide information about products and values in buying mirrors at Mirrorplus.id so that consumers know better about Mirrorplus.id's image. The existence of a marketing strategy through digital has a good impact by increasing Mirrorplus.id's market share.

IMPLICATIONS

The implication that will be carried out is to carry out a market penetration and product development strategy. Market penetration can be done by adding promotion and marketing costs to Mirrorplus.id digital media. Some steps that can

be taken are collaborating with several influencers, where influencers can spread the Mirrorplus.id brand by explaining product functions and values. A strong value proposition in a business is fundamental to creating products that follow consumers' wishes (Harianto and Leopardjo, 2022). The second is to expand the campaign to give new products as a guarantee for purchasing Mirrorplus.id products. Next is to add admin operating hours, where the admins can respond and provide information to consumers anytime.

The next implication that Mirrorplus.id can do is to carry out a product development strategy. Product development that Mirrorplus.id can do is to increase product variations. It is very beneficial for mirrorplus.id to develop several new products in the market that has been built. Some products will be made with vanity mirrors, standing mirrors, mirror walls, and other accessories. A lot of variety is expected to satisfy consumer needs. Some implication strategy steps above are expected to enlarge consumer purchasing decisions. This puts a business in a blue ocean and creates an innovation that is difficult for its competitors to follow (Harianto and Lookman, 2021).

RECOMMENDATIONS

Based on the results of the research, discussion, and conclusions obtained, the suggestions that can be given are as follows: It is hoped that Mirrorplus.id can improve digital marketing strategies to build a strong brand image and brand trust. Increased trust in consumers can influence purchasing decisions. It is hoped that Mirrorplus.id can establish the right brand image improvement strategy to attract consumers so that the Mirrorplus.id brand image can be easily remembered in the minds of consumers.

CONCLUSIONS

This study examines the impact of digital marketing on brand image and brand trust to influence purchasing decisions for Mirrorplus.id products. The research concluded that digital marketing has a significant and positive effect on brand image and brand trust, brand image has no significant but positive effect on purchasing decisions, and brand trust has a significant and positive effect on purchasing decisions.

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