

The Influence of Brand, Attitude, and Brand Knowledge on Purchase Intention and Its Impact on Purchase Decisions for Organic Food Products in Banda Aceh

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Abstract

This research aims to test the influence of brand, attitude, and brand knowledge on purchase intention and its impact on purchasing decisions of organic food products in Banda Aceh. In this study, the population is all Consumers of Organic Food Products in Banda Aceh. The research sample was 200 people. The analysis method used was Partial Least Square (PLS). The results of the study showed that a brand has a positive effect on Purchase Intention, attitude has a positive effect on Purchase Intention, brand knowledge has a positive effect on Purchase Intention, brand has a positive effect on purchase decision, attitude has a positive effect on purchase decision, brand knowledge has a positive effect on purchase decision, and Purchase Intention has a positive effect on purchase decision. Furthermore, for mediation testing, Purchase Intention partially mediates the influence of brand, attitude, and brand knowledge on purchasing decision of Organic Food Products in Banda Aceh.

Key words: Purchase Decision, Purchase Intention, Brand, Brand Knowledge Attitude

1. Introduction

The decision to purchase environmentally friendly products in Indonesia is increasingly becoming a concern along with increasing public awareness of the importance of sustainability and environmental preservation. Factors that influence the decision to purchase environmentally friendly products include awareness of the negative impacts of conventional products on the environment, as well as encouragement from government campaigns and non-governmental organizations that promote the consumption of more sustainable products. Based on data from the Global Consumer Insights Survey 2021, around 58% of consumers in Indonesia admitted to preferring environmentally friendly products even though they are slightly more expensive. This shows that more and more Indonesian consumers care about environmental sustainability in consumer purchasing decisions.

One of the main reasons Indonesian consumers choose eco-friendly products is the increasing concern about climate change and pollution. Indonesia, as a country that is vulnerable to natural disasters due to climate change, is becoming increasingly sensitive to the environmental impacts of consumption activities. Eco-friendly products such as recycled goods, products that use natural raw materials, and biodegradable packaging are starting to find a place in the hearts of consumers. This is reflected in the increasing demand for these products in the Indonesian market in recent years. For example, according to a NielsenIQ report, sales of eco-friendly products in Indonesia have experienced significant growth, with the organic food and beverage and natural cosmetics categories being the fastest growing segments.

However, despite increasing awareness, the price of eco-friendly products is often a major barrier for consumers. Eco-friendly products are usually more expensive due to higher production costs, as well as more complex processes in sourcing sustainable raw materials. This affects purchasing decisions, especially for consumers with limited purchasing power. For example, in a survey conducted by Kantar Worldpanel in 2020, 45% of respondents said they were hesitant to buy eco-friendly products because they are more expensive than conventional products. However, most consumers who care about the environment tend to choose to pay more for more sustainable products, especially if they perceive the quality of the product to be better.

In addition to price factors, social and cultural factors also play an important role in purchasing decisions for environmentally friendly products in Indonesia. In some circles, especially in urban areas, awareness of environmentally friendly products is growing through education from social media, influencers, and campaigns run by various organizations. For example, many campaigns promote the use of less single-use plastic, and replacing single-use products with more environmentally friendly alternatives. Research conducted by (Nielsen, 2020) shows that 74% of Indonesian consumers who are active on social media admit to being influenced by recommendations from friends or influencers in purchasing environmentally friendly products. This shows that social aspects also influence consumer decisions in choosing products.

The Indonesian government also plays a role in supporting the decision to purchase environmentally friendly products through regulations and policies that encourage sustainability. Several policies that have been implemented, such as the ban on the use of single-use plastic bags in several large cities and incentives for companies that produce environmentally friendly products, have further increased public awareness of the importance of choosing more environmentally friendly products. According to data from the Ministry of Environment and Forestry (KLHK), Indonesia has succeeded in reducing the consumption of single-use plastic by 5% in 2020 after the policy was implemented in several regions. Although the challenges in changing consumption habits are still great, this policy is gradually forming a more environmentally friendly culture among Indonesian people, one of the green products or environmentally friendly products is organic food products.

Furthermore, according to the 2023 Indonesian Organic Agriculture Statistics (SPOI) released in January 2024, there is an increase in public interest in organic food products. The survey showed that nuts and organic tea and coffee were each consumed by around 50% of respondents, followed by organic snacks (49%) and organic noodles and pasta (43%).

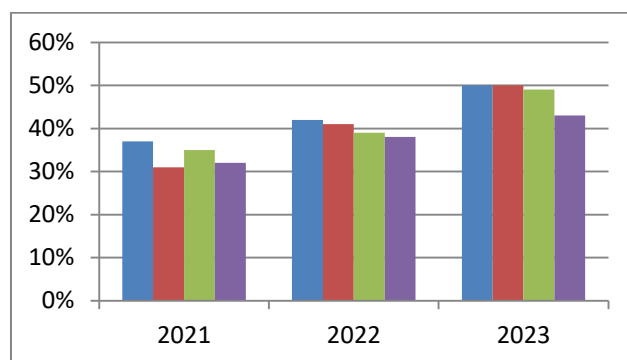


Figure 1. Organic Food Consumption Data

Source: Indonesian Organic Agriculture Statistics (SPOI) 2023

The market share of organic products in Indonesia remains very small. According to the Ministry of Trade, it accounts for only 0.4% of the total national food market. However, the government has set an ambitious target to increase this figure to 20% by 2024. This target reflects a strong commitment to developing the organic food sector through supportive programs and policies. Although consumption is still in its early stages, growing public awareness and policy support create significant opportunities. These trends indicate that the sector has strong potential for future growth.

Banda Aceh is one of the cities showing a positive trend in organic food consumption. The shift is driven by rising public awareness of healthy lifestyles and safe food consumption practices. People are increasingly choosing products free from pesticides and harmful chemicals, such as vegetables, fruits, and rice. This change in consumer preferences has motivated local farmers to adopt organic farming techniques. As demand grows, the city's organic food market shows promising potential. However, the pace of development remains uneven due to certain constraints.

However, the growth of the organic food sector in Banda Aceh faces several challenges. Several challenges hinder the growth of organic food in Banda Aceh. One major barrier is the limited knowledge and skills of farmers in applying organic farming methods suitable for local conditions. This situation is worsened by the lack of access to adequate training and technical support. In addition, limited business capital makes it difficult for small-scale farmers to transition from conventional to organic farming, which

often requires higher initial investments. Without targeted interventions, these challenges could slow the sector's growth despite its potential.

Another constraint is the relatively low consumer awareness of the benefits of organic products. This lack of awareness results in unstable market demand, which discourages businesses from investing in production and distribution. The uncertainty also makes it harder for farmers and producers to sustain consistent supply chains. Although the trend toward healthier lifestyles is increasing, the organic food sector still needs strategic marketing and education efforts. These efforts would help bridge the knowledge gap and create stronger consumer demand.

A pre-survey involving 30 respondents measured the purchasing decision variable, yielding an average score of 3.78. This figure is higher than the threshold of 3.41, indicating generally good purchasing decisions. However, some indicators scored lower, particularly regarding respondents' willingness to follow recommendations from friends or family when buying eco-friendly products. This suggests that social influence may not yet be a strong driver of purchasing behavior for organic products. Strengthening peer-to-peer promotion could enhance consumer decision-making.

Purchase intention is another critical factor influencing purchasing decisions for eco-friendly products. It reflects a consumer's tendency or desire to buy certain goods, which is often shaped by environmental awareness, social influence, and perceived product quality and price. Research shows that high purchase intention increases the likelihood of actual purchases, even when eco-friendly products are priced higher. However, external factors such as advertising, peer recommendations, and promotional campaigns also play an important role in shaping this intention.

The same pre-survey found an average purchase intention score of 3.86, which is also above the threshold, but some respondents still prefer conventional products. Brand image plays a significant role here, as consumers are more inclined to purchase from brands they trust and perceive as committed to sustainability. Studies show that brands with strong reputations for environmental responsibility attract more eco-conscious buyers. This trust can influence purchasing decisions even when eco-friendly products are priced higher than conventional alternatives.

Survey results indicate that environmentally friendly brands received an average score of 3.70, but their branding strength is still seen as insufficient. Positive attitudes toward such brands based on perceived quality, sustainability, and corporate responsibility can encourage purchases. However, skepticism remains among some consumers regarding the actual eco-friendly practices of organic food brands. This suggests that transparency and consistent communication of sustainability values are necessary to build stronger consumer trust and loyalty.

Brand knowledge also influences purchasing decisions for eco-friendly products. Consumers who have a deeper understanding of a brand's sustainability practices are more likely to trust its claims and recommend its products. The pre-survey shows an average brand knowledge score of 3.72, but some respondents are still unfamiliar with materials harmful to the environment. Improving public education on eco-friendly product attributes could strengthen consumer confidence and drive purchasing behavior toward sustainable options.

This research addresses a gap in the literature, as most previous studies examine only one or two factors influencing organic product purchase intention, such as environmental awareness or price perception. Few have integrated variables like brand, attitude toward brand, and brand knowledge into a single model, especially in the context of a local market like Banda Aceh. Furthermore, prior research often stops at purchase intention without linking it to actual purchasing decisions. This study contributes by expanding the model to include purchasing decisions as the final outcome while offering practical insights into consumer behavior in Banda Aceh's organic food market.

2. Theoretical Study

2.1. Purchase Decision

Purchasing decisions are a process that involves consumers in choosing a particular product or service to buy, after considering various factors that influence consumer behavior. This decision not only involves practical aspects such as price and quality, but also emotional and social factors that can influence consumer choices. According to (Kotler et al., 2022), purchasing decisions are the result of the interaction between consumer needs, personal preferences, available information, and external influences, such as advertising or

recommendations from others. This process is highly dependent on consumer perceptions of the benefits of the product and the extent to which the product meets consumer needs.

2.2. Purchase Intention

Intention to purchase an eco-friendly brand refers to consumers' desire to purchase a product after learning that the product is included in the category of eco-friendly products or green brands (C.-F. Chen & Chang, 2008). (Oktaviani, 2022) explained that the intention to purchase an eco-friendly brand is the consumer's interest in choosing a product that has a small impact on the environment. Meanwhile, (Huang et al., 2014) stated that the intention to purchase an eco-friendly brand is the consumer's desire to purchase a certain product after they realize that the product is a green product or a brand that is oriented towards environmental sustainability.

2.3 Brands

An eco-friendly brand is a brand that has a positive impact on the environment among its competitors and can influence the purchase intention of consumers who are highly committed to eco-friendly products (Sianipar, 2021). (Trott & Sople, 2015) argue that an eco-friendly brand is an asset and liability related to a company's commitment to sustainability programs, which is reflected in the use of brands, names, and symbols, which in turn can increase or decrease the value of a particular product.

2.4. Attitude

(Alhally, 2020) explains environmental attitude as a collection of beliefs, influences, and behavioral intentions of a person on activities or issues related to the environment. Attitude is defined as an assessment, opinion or opinion, and tendency that is consistently liked or disliked by a person towards a particular topic or object (Pillai & Sahoo, 2017). (Intayos et al., 2021) explain that the term consumer attitude often describes the relationship between beliefs, attitudes and behavior

2.5. Brand Knowledge

According to (Huang et al., 2014), green brand knowledge is an association formed in consumer memory about green brands, which is related to commitment to the environment and environmental issues. (Davari & Strutton, 2014) explained that green brand knowledge is consumer memory related to environmental protection and concern. In general, green brand knowledge functions as a process that conveys information about a brand, which can influence consumer behavior to become more concerned about the environment.

3. Research Methods

This study was conducted on organic food consumers in Banda Aceh. The research subjects were the influence of brand awareness, attitudes, brand knowledge, purchase intentions, and purchasing decisions on organic food products in Banda Aceh. The determination of the sample size followed the guidelines of (Hair et al., 2019), in which the number of indicators is multiplied by 5 to 10. In this study, the sample size was 220, derived from 22 indicators multiplied by 10. The samples were selected using a non-probability sampling technique, namely purposive sampling. Purposive sampling is a method in which participants are chosen based on specific criteria determined by the researcher to best address the research objectives. The analysis tool used in this study is SEM PLS.

4. Results and Discussion

Direct Effect

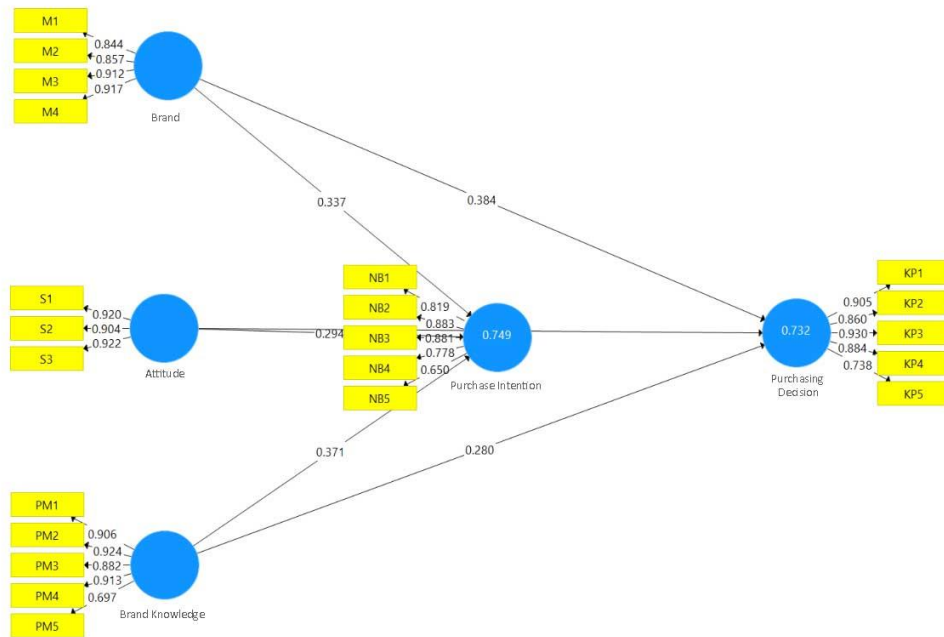


Figure 1. Full Model

The results of PLS processing are as shown in Table 1 below.

Table 1. Path Coefficient

Variables	Original Sample	Sample Mean	Standard Deviation	T-statistics	P-values
Brand→Purchase Intention	0.341	0.345	0.059	5,804	0.000
Attitude→ Purchase Intention	0.295	0.300	0.061	4,852	0.000
Brand Knowledge→ Purchase Intention	0.365	0.356	0.066	5,533	0.000
Brand→Purchase Decition	0.290	0.264	0.097	2,979	0.003
Attitude→ Purchase Decition	0.245	0.226	0.106	2,312	0.021
Brand Knowledge→ Purchase Decition	0.178	0.184	0.069	2,589	0.010
Purchase Intention → Purchase Decition	0.278	0.308	0.137	2,028	0.043

Source: Processed Primary Data, (2025)

Testing the influence of various factors on purchase intention and purchase decision shows significant results. Brand has a positive influence on purchase intention with an original sample estimate value of 0.341 and significance below 5%. Attitude also has a positive influence on purchase intention with a value of 0.295, while brand knowledge shows a stronger influence with a value of 0.365. Furthermore, environmentally friendly brands have a positive influence on purchase decision (value 0.290), followed by attitude which also has a positive influence with a value of 0.255, and brand knowledge with a value of 0.178. Finally, purchase intention has a positive influence on purchase decision with a value of 0.278. All tests show a positive and significant influence on purchase intention and purchase decision.

Indirect Effect

Testing the mediating effect of the Environmentally Friendly Brand variable on Purchasing Decisions can be explained as follows:

Table 2. Sobel Test Results

Variables	T- statistics	P-values
Brand→Purchase Intention→Purchase Decition	2,047	0.040

Attitude→ Purchase Intention→Purchase Decition	1,994	0.046
Brand Knowledge→ Purchase Intention→Purchase Decition	2,035	0.041

The results of the Sobel test show that Purchase Intention acts as a mediating variable in the relationship between Brand and Purchase Decision, with a value of 2.047 and a significance of $\alpha = 0.040$, indicating partial mediation. This means that although Purchase Intention mediates the relationship, the influence of Brand on Purchase Decision remains significant. The same applies to the relationship between Attitude and Purchase Decision, with a value of 1.994 and a significance of $\alpha = 0.046$, indicating that Purchase Intention also mediates partially. Finally, the same results were obtained for the relationship between Brand Knowledge and Purchase Decision, with a value of 1.994 and a significance of $\alpha = 0.046$, indicating that Purchase Intention has a role as a partial mediator in the relationship.

Decision

The Influence of Brand on Purchase Intention

The research results show that brand influence purchase intention. Eco-friendly brands are often perceived as having a positive image, which is related not only to product quality but also to broader social values. Consumers concerned with sustainability issues may feel more connected to brands that align with their values. This can increase brand loyalty and long-term purchase intention.

Consumers who are increasingly aware of environmental issues tend to prefer products or brands that demonstrate a commitment to sustainability. Eco-friendly brands are often perceived as more socially and environmentally responsible, leading consumers to perceive purchasing from them as a more ethical choice.

The Influence of Attitude on Purchase Intention

The results of the study indicate that attitude influences purchase intention. Attitude toward an eco-friendly brand refers to consumers' views, feelings, or evaluations of brands committed to sustainability and environmental friendliness. This includes consumers' perceptions of a product's positive or negative impact on the environment, whether the product uses recycled materials, reduces its carbon footprint, or has certain environmental certifications. Purchase intention refers to consumers' tendency to purchase a product from that brand, which is influenced by the evaluations and decisions consumers make before making a purchase.

Positive attitudes toward eco-friendly brands can significantly influence consumer purchase intentions. Factors such as environmental awareness, brand transparency, and social norms play a crucial role in shaping these attitudes. Companies seeking to attract consumers with sustainability values need to ensure that consumers not only claim to be eco-friendly but also demonstrate that commitment through concrete actions.

The Influence of Brand Knowledge on Purchase Intention

The research results show that Brand Knowledge influences Purchase Intention. Knowledge of eco-friendly brands can influence consumer purchasing behavior, as this knowledge helps consumers make more informed decisions oriented toward sustainability values. Deeper knowledge of a brand's commitment to sustainability can increase consumer trust in that brand. This trust arises because consumers feel confident that the brand truly embodies values that align with their preferences, particularly regarding sustainability. This trust increases the likelihood of consumers purchasing the product.

Greater awareness of eco-friendly brands reduces the uncertainty consumers may have about whether the brand is truly eco-friendly or simply greenwashing. When consumers know that a brand is genuinely striving to be environmentally friendly and has evidence to support its claims, they will feel more comfortable making purchasing decisions.

Awareness of eco-friendly brands significantly influences consumer purchase intentions. The more information consumers have about a brand's sustainability commitments, the more likely they are to purchase that product. Therefore, companies need to focus on consumer education and transparency to increase consumer awareness, which in turn will increase trust, positive attitudes, and purchase intentions toward eco-friendly brands.

The Influence of Brand on Purchase Decision

The research results show that brands influence purchasing decisions. The influence of brands on purchasing decisions for environmentally friendly products is significant, as consumers tend to choose products produced by brands they trust and have a good reputation, especially in terms of sustainability and social responsibility. Brands known for their commitment to sustainability can create positive perceptions among consumers, which then influence consumer purchasing decisions. (Gao et al., 2020) in consumer research revealed that brands with a positive image as sustainability pioneers have a significant influence in attracting consumers who care about environmental issues. Consumers are more likely to purchase environmentally friendly products from brands that consumers believe not only offer quality products but also contribute to environmental preservation.

Furthermore, brands that clearly communicate sustainability values, through labels, campaigns, or transparency in production processes, can strengthen customer loyalty and drive purchasing decisions. (Liu et al., 2021) stated that consumers who trust a particular brand that supports environmentally friendly practices are more likely to purchase products from that brand, even if the product price is higher compared to competitors' products. This suggests that brand factors, including image and reputation, play a significant role in consumers' decisions to choose environmentally friendly products, driven by the sense of trust that consumers are purchasing from a brand that is responsible and committed to sustainability.

The Influence of Attitude on Purchase Decision

The research results show that attitude influences purchasing decisions. Attitude toward a brand significantly influences purchasing decisions for environmentally friendly products because it reflects consumers' assessment of the brand based on their perceptions of quality, sustainability, and corporate social responsibility. Consumers with positive attitudes toward environmentally friendly brands are more likely to purchase products from that brand because they perceive that the product not only meets their needs but also aligns with their personal values regarding sustainability. (Lee et al., 2020) in their consumer research stated that a positive attitude toward brands committed to sustainability increases consumer purchase intentions because consumers feel more comfortable purchasing products from brands they trust and respect, particularly regarding environmental impact management.

Furthermore, attitude toward a brand is also influenced by consumers' perceptions of how well the brand communicates their sustainability values. (Wang et al., 2021) stated that consumers with positive attitudes toward environmentally friendly brands are more likely to believe that the products they purchase can have a positive impact on the environment, which then motivates consumers to make purchasing decisions. Brands that successfully demonstrate a commitment to sustainability through their products, communications, and consumer business practices can build strong emotional connections with consumers, which in turn increases the brand's environmentally friendly product purchasing decisions.

The influence of Brand Knowledge on Purchase Decision

Research results show that brand knowledge influences purchasing decisions. Brand knowledge plays a significant role in influencing purchasing decisions for environmentally friendly products because consumers tend to choose products from brands they know and trust. Brands with strong knowledge of environmentally friendly products, including information about the ingredients used, sustainable production processes, and environmental impacts, are more likely to attract consumer attention. (Huang et al., 2014) found that consumers with greater brand knowledge tend to believe the brand's sustainability claims more, making them more willing to purchase the brand's environmentally friendly products. Clear and transparent brand knowledge can also increase consumer trust in sustainability claims and the quality of the products offered.

Furthermore, deeper brand knowledge can strengthen consumer loyalty to environmentally friendly products, as consumers feel more confident in the brand's quality and sustainable values. (Huang et al., 2014) stated that consumers with greater knowledge of environmentally friendly brands are not only more likely to purchase the product but are also more likely to recommend it to others. Better knowledge about environmentally friendly products and brands increases consumer trust and influences consumer purchasing decisions, especially when consumers feel that the brand has a positive contribution to environmental conservation.

The Influence of Purchase Intentions on Purchase Decisions

The research results show that purchase intention influences purchasing decisions. Purchase intention significantly influences purchasing decisions for eco-friendly brands, as it reflects a consumer's tendency or desire to purchase a particular product. When consumers have a strong intention to purchase eco-friendly products, their purchasing decisions are more influenced by factors such as environmental awareness, social influence, and perceptions of product quality and price. According to research conducted by (Albayrak et al., 2020), purchase intention serves as an important mediator between consumer attitudes toward sustainability and actual purchasing decisions. If consumers have a strong purchase intention for an eco-friendly product, they are more likely to choose that product even though the price of the eco-friendly product may be higher than that of conventional products.

Factors influencing purchase intention for eco-friendly brands include social influence, information received about environmental benefits, and the belief that purchasing eco-friendly products can positively contribute to environmental conservation. (Albayrak et al., 2020) found in a consumer study that consumers with a strong purchase intention for eco-friendly products are more likely to be influenced by marketing campaigns highlighting the brand's sustainability and social responsibility. This shows that strong purchase intentions are not only influenced by internal consumer factors, such as personal awareness and values, but also by external factors, such as promotions and recommendations from the consumer's social environment.

The Influence of Brand on Purchasing Decisions Through Purchase Intention

The calculation results show that purchase intention mediates the influence of brands on purchasing decisions. The influence of eco-friendly brands on purchasing decisions through purchase intention is becoming increasingly important, given growing consumer awareness of sustainability issues and the environmental impact of the products they choose. Consumers who intend to purchase a product tend to be influenced by consumer perceptions of eco-friendly brands, as they perceive the product to make a positive contribution to environmental conservation. (Huang et al., 2014) stated that brands that demonstrate a commitment to sustainability through environmentally friendly practices can increase consumer trust and interest, which in turn increases consumer purchase intention. In this context, purchase intention acts as a mediator between perceptions of eco-friendly brands and actual purchase decisions.

Furthermore, eco-friendly brands that successfully build a positive image through transparent communication regarding product sustainability can encourage consumers to make more environmentally conscious purchasing decisions. (Huang et al., 2014) found that purchase intention increases when consumers perceive that the product they purchase comes from a brand that is responsible for environmental issues. Therefore, eco-friendly brands not only influence purchasing decisions directly, but also through purchase intentions, which are influenced by factors such as positive attitudes toward the brand and consumer knowledge of the product's environmental impact. In other words, strong purchase intentions can be a key indicator of consumer purchasing decisions for eco-friendly products.

The Influence of Attitude on Purchasing Decisions Through Purchase Intention

The calculation results show that purchase intention mediates the influence of attitude on purchase decisions. Attitude toward a brand plays a significant role in purchasing decisions for eco-friendly brands, primarily through purchase intention as a connecting factor. Consumer attitudes toward eco-friendly brands encompass consumers' beliefs and feelings toward the values represented by the brand, such as sustainability and social responsibility. (Y.-S. Chen et al., 2020) stated that a positive attitude toward eco-friendly brands can strengthen consumer purchase intentions because consumers perceive that the products they choose not only meet functional needs but also support social and environmental goals they believe in. Thus, attitude toward a brand is a key factor driving consumer purchase intentions, which ultimately influence purchase decisions.

Furthermore, a positive attitude toward eco-friendly brands can increase consumer trust and loyalty toward those brands. (Y.-S. Chen et al., 2020) found that consumers with positive attitudes toward brands focused on sustainability tend to be more likely to purchase those products because they feel more satisfied and proud to support companies that are environmentally responsible. This attitude acts as a motivator that influences purchase intentions, which then leads to stronger purchase decisions. Therefore, building a

positive attitude towards environmentally friendly brands is crucial for companies looking to attract consumers who are aware of the importance of sustainability.

The Influence of Brand Knowledge on Purchasing Decisions Through Purchase Intention

The calculation results show that purchase intention mediates the influence of brand knowledge on purchasing decisions. Brand knowledge significantly influences purchasing decisions for eco-friendly brands, primarily through purchase intention, which acts as a mediator. When consumers have greater knowledge about a brand's sustainability and environmental commitments, they tend to feel more confident and interested in purchasing that product. (Park & Kim, 2021) stated that higher brand knowledge related to eco-friendly aspects can increase consumer purchase intention because consumers feel more confident in the quality and sustainability claims made by the brand. In other words, consumers who understand the values espoused by eco-friendly brands are more likely to have strong purchase intentions, which ultimately influence consumer purchasing decisions.

Furthermore, brand knowledge can also increase consumer trust in the products they choose. (Park & Kim, 2021) revealed that consumers who are more informed about a brand's sustainability practices, such as the use of environmentally friendly materials and ethical production processes, will feel more comfortable and encouraged to purchase that product. This knowledge serves as a driver of purchase intention, which in turn influences consumer purchasing decisions. Therefore, building consumer awareness and knowledge about eco-friendly brands is crucial for companies to increase purchasing decisions for eco-friendly products through stronger purchase intentions.

5. Conclusion

5.1 Conclusion

1. Brand, Attitude, Brand Knowledge, Purchase Intention, and Purchase Decision of Organic Food Products in Banda Aceh are good.
2. There is an influence of Brand on Purchase Intention of Organic Food Products in Banda Aceh.
3. There is an influence of attitude on the intention to purchase organic food products in Banda Aceh.
4. There is an influence of Brand Knowledge on Purchase Intention of Organic Food Products in Banda Aceh.
5. There is an influence of brands on purchasing decisions for organic food products in Banda Aceh.
6. There is an influence of attitude on purchasing decisions for organic food products in Banda Aceh.
7. There is an influence of Brand Knowledge on Purchasing Decisions of Organic Food Products in Banda Aceh.
8. There is an influence of Purchase Intentions on Purchase Decisions for organic food products in Banda Aceh.
9. There is an influence of Brand on Purchasing Decisions. through Intention to Buy organic food products in Banda Aceh.
10. There is an influence of attitude on purchasing decisions. through Intention to Buy organic food products in Banda Aceh.
11. There is an influence of Brand Knowledge on Purchasing Decisions. through Intention to Buy organic food products in Banda Aceh.

5.2 Suggestions

- 1) Based on the findings that the green branding indicator on the brand variable has the lowest average value, it is recommended that organic food producers increase efforts in building and communicating an environmentally friendly brand image more effectively. Producers need to strengthen sustainability messages through packaging design, slogans, organic certification labels, and promotional content that emphasizes commitment to sustainable agricultural practices and positive impacts on the environment. In addition, consumer education about environmentally friendly production processes and information transparency can increase positive perceptions of the brand. This strategy will not only strengthen the green brand identity, but also has the potential to increase consumer trust and purchase intention towards organic products.

- 2) Based on the findings that the knowledge or belief indicator in the attitude variable has the lowest average value, it is recommended that organic food producers increase education and socialization to consumers regarding the benefits, advantages, and production processes of organic food. Producers can utilize social media, product labels, brochures, and interactive campaigns to convey easy-to-understand and interesting information, in order to build confidence that organic products are truly healthier, safer, and more environmentally friendly than conventional products. With increased knowledge, it is hoped that consumers will form a more positive attitude towards organic products, leading to increased purchase intentions and brand loyalty.
- 3) Given that the indicator “knowing that using environmentally friendly products can be a long-term investment that is beneficial for environmental sustainability and human health” has the lowest average value, organic food producers are advised to emphasize the educational aspect more in their communication strategies. Producers can integrate messages that explain how consuming organic products contributes to environmental sustainability and long-term health, either through product packaging, digital media, or community campaigns. Simple delivery of scientific data, consumer testimonials, and collaboration with nutritionists or environmental activists can strengthen consumers’ understanding that buying organic products is not just a momentary consumption choice, but a form of investment for future generations.
- 4) Since the indicator of “intention to recommend eco-friendly products to others” in the purchase intention variable has the lowest average value, organic food producers need to encourage consumer involvement in spreading their positive experiences through community-based marketing strategies and testimonials. Producers can create loyalty programs or incentives, such as discounts or gifts for customers who recommend products to friends or family. In addition, building emotional closeness between brands and consumers through inspiring brand storytelling, as well as presenting content that is easy to share on social media, can increase consumers' sense of pride and drive to recommend products voluntarily. This strategy not only strengthens purchase intentions but also expands market reach through the power of word-of-mouth recommendations.
- 5) Since the “social influence” indicator on the purchasing decision variable has the lowest average value, organic food producers are advised to make greater use of marketing strategies involving influencers, local communities, and public figures trusted by consumers. Producers can build campaigns that feature support from individuals or groups with good reputations on health and environmental issues, which can create a social effect that encourages other consumers to follow suit. In addition, holding community events, joint education, or cooperation with schools and health institutions can also strengthen positive social norms towards consuming organic products. By creating the perception that choosing organic food is a socially supported and appreciated choice, consumers' purchasing decisions can be more strongly encouraged..
- 6) Companies should focus more on increasing consumer awareness of their brands, especially regarding the benefits and quality of organic food products. This can be done through educational campaigns that utilize various media platforms to introduce the brand and the eco-friendly features of the products.
- 7) To increase positive attitudes towards organic food products, companies need to invest in creating satisfying consumer experiences, such as consistent product quality and good customer service. This is important for building a strong brand image and increasing consumer purchasing interest.
- 8) Since brands have been shown to have a significant impact on purchase intentions and purchasing decisions, companies should leverage their brand power in marketing communications. Ensuring that the messages conveyed in advertising or promotions reflect a commitment to quality, sustainability, and trust can attract more consumers.
- 9) Given that brand attitudes and knowledge play an important role in purchasing decisions, companies may consider continuing to develop products that align with consumer preferences, especially those concerning health and environmental sustainability. This will encourage consumers to choose products that are in line with their values.
- 10) Companies can also leverage consumer testimonials and social proof in marketing their organic food products. Providing evidence from satisfied customers or influencers acknowledging the benefits of

the product can strengthen the brand's positive influence on purchase intention, encouraging more consumers to make a purchase decision.

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