

ABSTRACT

Since the COVID-19 pandemic, public's health awareness is increasing. Most people have started to begin their healthy lifestyle, especially consuming organic products. Organic Personal Care products is one of the organic products which is predicted has trend inceases in world market. Besides health consciousness, environmental value and product knowledge are influencing consumer's purchase intention of organic personal care products. This study objective is determining the influence of purchase intention for organic personal care products such as health value, environmental value, product knowledge (subjective knowledge and objective knowledge), perceived behavioural control, attitude towards purchase intention, and purchase intention. Data was collected and shared to respondent by questioneare who knows and/ or have ever using organik personal care. Technical data analysis of this study is SEM-PLS. The result showed the attitude is the strongest purchase intention predictor for organic personal care products. Perceived behavioral control also influenced purchase intention directly and as moderate between the attitude and purchase intention.

Keywords: Perceived value, Health value, Environmental value, Product knowledge, Perceived behavioural control, Attitude towards Purchase Intention, Purchase Intention, Organic Products, Organic Personal Care products