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THE INFLUENCE OF LOHAS AND CONSUMER EFFECTIVENESS ON ORGANIC FOOD PURCHASE INTENTION: TRUST AS A MEDIATOR

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ABSTRACT

A sustainable lifestyle has evolved since COVID-19, influencing the growth of organic food consumption in Indonesia. This growth is driven by various factors, primarily related to health and environmental concerns. This study aims to analyze the organic food purchasing intentions of Bali residents using the variables of LOHAS Consumption Tendency (LCT) and Perceived Consumer Effectiveness (PCE), with trust as a mediating factor. The Theory of Planned Behavior (TPB) is applied to formulate the hypotheses. A quantitative method is employed, with data collected through questionnaires distributed to the target respondents. The total sample consists of 205 respondents aged 18 and above, residing in Bali. SEM-PLS is used for data analysis, revealing that LCT and PCE positively impact organic food purchase intention, LCT and PCE positively impact trust, and trust has a positive effect on organic food purchase intention, serving as a mediator between LCT, PCE, and organic food purchase intention.

Keywords: *LOHAS, PCE, sustainability, trust, purchase intention*

INTRODUCTION

During recent years, many reports have emphasized the downside of successful companies and big firms in Indonesia such as PT Greenfield, the well-known dairy brand with products spread across Indonesia and consumed daily by hundreds of Indonesia citizens. PT Greenfield Indonesia was reported to be involved in water pollution due to the burst of animal waste disposal which leads to contaminating the river that flows through residential areas in 2022. Another case is found from PT Indofood and Garuda food which are being sued for contributing to environmental pollution (Sururi & Gantyowati, 2023). These cases have made sustainability a key focus and growing trend in Indonesia throughout the current years (Sururi & Gantyowati, 2023). Sustainability analyzes individuals' consumption and product disposal, which involves their decision-making for environmentally friendly products. This trend has grown in recent years as consumers have become increasingly interested in sustainable products (Kumagai, 2021). The sustainability concerns of present generations will largely affect the living quality of future generations, making it an important area to study (Kaur et al., 2023).

Most people have realized how their purchasing habits and daily food consumption could directly impact the environment and personal health, which has led them to adopt a healthier diet and sustainable lifestyle (Iqbal et al., 2021; Kamboj & Kishor, 2024). As a result of environmental changes, health concerns, and consumers' increased attention to the nutritional value of the food product, people's food consumption habits have undergone a significant change, which is likely to encourage the future development of organic food (Kamboj & Kishor, 2024). Organic food refers to food products that are grown without synthetic chemicals such as pesticides, artificial fertilizers, and chemical residue. This approach attracts customers who prioritize food quality and safety (Iqbal et al., 2021; Kamboj & Kishor, 2024).

Although organic food is not the sole option for sustainable consumption, it is widely perceived as the most effective way to improve environmental conditions (Koklic et al., 2019). This statement is supported by the fact that the global food system contributes to around 23%-42% of greenhouse gas emissions (Wang et al., 2024). Organic food consumption has a significant effect on public health, individuals, and the environment, especially in coping with environmental concerns such as pollution, water scarcity, and increased CO2 emissions (Rumaningsih et al., 2022). In addition, most consumers perceive organic food as eco-friendly, healthier, safer, cleaner, more nutritious, and tastier in contrast with conventional food. This perception is due to the production method which uses minimal to zero pesticide, fertilizer, and heavy metals substance content (Hansmann et al., 2020; Nguyen et al., 2019). Furthermore, organic food processes are meticulously tested for their safety and quality before being certified as organic (Wang et al., 2024).

According to a recent study by Statista (2023), Indonesia's top purchased food items include those with fresh, natural, and fair-trade ingredients. Since COVID-19, food trends have evolved, permanently impacting consumer behaviors and food preferences. The organic lifestyle is no longer exclusively associated with the upper class. People are increasingly committed to health and willing to spend more, reflecting the growing value of organic packaged food products in Indonesia (Putra & Erlin, 2024). Consequently, the value of organic packaged food products is expected to reach 20.5 million U.S. dollars by 2025.

Indonesia offers a wide variety of organic food products, supporting the current trend of shifting from conventional to organic food consumption. These include rice, fruits, vegetables, eggs, dairy, and plantation products such as honey, coffee, and vanilla (Rumaningsih et al., 2022).

As these trends reshape consumer behavior, identifying factors that affect organic food purchase intention is important for both businesses and policymakers, as it allows for the development of strategies that align with customer motivation (Purwianti, 2023; Victoria & Purwianti, 2022). Therefore, this research analyzes the factors affecting the purchase intention of organic products. This paper focuses on examining organic food consumption among Bali residents because Bali is a major organic food markets (Najib et al., 2020), but there is limited research on the Bali market.

Earlier research has shown that organic food products are mainly associated with consumers' health and environmental concerns, as well as their personal values (Kaur et al., 2023). Lifestyle of Health and Sustainability (LOHAS) consumers are individuals who tend to purchase organic food and healthier products to enhance their lifestyle. These consumers value the implementation of green, healthy living and often influence their surroundings to adopt this lifestyle (Sung & Woo, 2019). As such, LOHAS consumers are considered prime targets for organic food consumption and are valuable subjects for research in this area (Kaur et al., 2023; Wang et al., 2024). Additionally, Perceived Consumer Effectiveness (PCE) is considered relevant to organic food purchase intentions. PCE portrays consumers' confidence and beliefs in their ability to achieve the desired outcomes when facing environmental crises.

Previous studies have shown mixed results regarding the effects of LOHAS consumption tendency (LCT) and PCE on purchase intentions for organic food. Matharu et al., (2021) and Rambabu Lavuri a et al., (2022) found that LCT has a significant effect on consumers' purchase intentions for organic food products. However, Kaur et al., (2023)discovered a contrasting result, showing that LCT does not have a significant effect on purchase intention. As for PCE, Kaur et al., (2023)demonstrated a significant effect on consumer purchase intention. In contrast, Pakpahan & Sembiring, (2022) found that PCE has no significant effect on the purchase intention of organic food.

The inconsistent results regarding the effects of both LOHAS consumption tendency (LCT) and perceived consumer effectiveness (PCE) on purchase intentions create a research gap in the domain of organic food purchase intention. These mixed findings suggest that there may be underlying variables that bridge the relationship between LCT and PCE on purchase intention. In this study, consumers' trust will be used as mediation variable. Trust is crucial because it can shape how consumers perceive the credibility of organic products, especially regarding their environmental and health benefits. This aligns with previous research, which shows that trust is a key determinant in shaping sustainable consumption behaviors (Kaur et al., 2023) .

This study aims to examine the roles of LCT and PCE on the purchase intention of organic food through customer's trust in Bali residents. Following the methodology of previous international research, this study will use primary data collected directly from the field, considering the heterogeneous characteristics of consumers (Wang et al., 2024). The findings of this study will be valuable for the organic food producers by providing additional data on factors

influencing the intention to purchase organic food in Indonesia. These insights can help them understand future consumer decisions, which can guide marketing strategies in the organic food sector.

LITERATURE REVIEW

2.1 Theory of Planned Behavior

The theory of planned behavior seen as a reliable social psychological model with a well-known reputation to be used in explaining behavior within the health nutrition behavior and organic food products, while also used to observe the consumer purchase intentions (Hansmann et al., 2020; Iqbal et al., 2021; Rumaningsih et al., 2022). The consequence of purchasing behavior associates well with the consumer's purchasing intention, this refers to a person's buying intentions towards their interest in a product or services and the ability of this theory to predict individuals' intention towards a certain behavior (Chi et al., 2023; Zhang et al., 2020). TPB is primarily motivated by behavioral intentions that are formed through personal attitude towards the behavior (behavioral beliefs), perceived social norms (normative beliefs), and perceived behavioral control (control beliefs). Individual's attitude is influenced by their behavior's expected outcome and the possible consequences. Whereas social norms are in accordance with the anticipated reaction from the person's desire to meet the expectations of others, and perceived behavioral control reflects on their internal and external resources to facilitate and conduct the behavior performance (Bosnjak et al., 2020; Hansmann et al., 2020).

In relation to this study focusing on finding consumers' purchase intention towards organic food products, the TPB is well fitted to be applied and effectively analyzing the motives or supporting factors on purchasing intention. With the focus on organic food, health, and environmental concern that covers the subjects of TPB. This study applies the popular theory of planned behavior which has been favorable for much previous research within the scope of consumer purchasing intention, specifically for organic food. While also covering a variety of areas of study including health sciences, environmental science, business and management, and educational research. In addition to this study, the TPB model is proved to be suitable for predicting eco-friendly consumer behavior, making it reliable for this research (Bosnjak et al., 2020; Rumaningsih et al., 2022; Teixeira et al., 2022).

2.2 LOHAS Consumption Tendency and Purchase Intentions

Individuals who are concerned with maintaining their quality of life, often engage in certain health-conscious behaviors and adopt preventive strategies to manage their health and well-being (Iqbal et al., 2021). This directly implies the theory of planned behavior in which behavior is mainly motivated by behavioral intention. LOHAS consumers have the intention to obtain and protect their health and well-being that brings them to the behavior of organic food purchase intention. Previous study mentioned lifestyle of health and sustainability (LOHAS) consumers are known to be regular buyers of organic food products (Kaur et al., 2023). Thus, the hypothesis can be stated as follows:

H1. LOHAS Consumption Tendency (LCT) positively affects consumers' purchase intention for organic food products.

2.3 Perceived Consumer Effectiveness (PCE) and Purchase Intentions

PCE can influence both thinking patterns and behavior, making people believe in their ability to help and contribute to achieve the outcome such as pollution reduction. This fits well with the theory of planned behavior, which suggests that individuals' intention to purchase environmentally friendly products can be predicted by their beliefs in achieving positive result. Other supporting factors such as behavioral skills and knowledge related to the topic such as environmental concern, also play a role (Hanss & Doran, 2019). Several authors have conceptualized perceived consumer effectiveness (PCE) as a domain specific construct, indicating a person's beliefs in attaining a result from a specific field of activity with the domain commonly referred to as environmental preservation (reducing environmental pollution). With much evidence shown in previous research, they have suggested that PCE has a positive relation towards responsible purchasing behavior and environmentally friendly behavior (Liao et al., 2023). The proposed hypothesis can be seen as follows:

H2. Perceived consumer effectiveness (PCE) positively affects purchase intention towards organic food products.

2.4 LOHAS Consumption Tendency and Trust

LOHAS consumers address health issues and have special interest in improving and caring for their health and well-being, including their families' or surroundings. This particularly affected LOHAS people to purchase natural and organic food products which could enhance their health. During purchasing, they tend to trust the provided information from friends, media, or food labeling (Choi & Feinberg, 2021). Therefore, if LOHAS consumers are convinced that the organic food is healthy and environmentally friendly, they will display strong enthusiasm and resulting in trust for the organic food products. In relation to TPB, this hypothesis is based on the behavioral attitude of control beliefs where LOHAS consumers rely on their trust towards the brand or certification of the product as the external resource which facilitates their upcoming behavior to purchase intention (Bosnjak et al., 2020; Kaur et al., 2023). Conviction requires trust towards the product itself and this research applies trust in the process of achieving purchasing intention of organic products with the hypothesis given below:

H3. LOHAS Consumption Tendency positively affects trust.

2.5 Perceived Consumer Effectiveness and Trust

Perceived consumer effectiveness (PCE) is the belief that one can positively influence social or environmental issues. Individuals with PCE are environmentally conscious and believe they can positively impact the environment (Dang & Tran, 2020). This belief can lead to trust in organic food and a dedication to sustainable practices. Individuals with PCE seek recognition for their positive contributions to society and the environment. This aligns with the normative beliefs of the Theory of Planned Behavior, where individuals desire to meet others' expectations. Previous research has shown the positive impact of PCE on consumer trust and its role in retail corporate social responsibility (Dang & Tran, 2020; Higueras-Castillo et al., 2019). Thus, the following hypothesis is proposed:

H4. Perceived consumer effectiveness positively affects trust.

2.6 Trust and Purchase Intention

Trust is a key factor in organic food purchase intention, primarily influenced by consumers' knowledge and awareness of the product. When consumers have knowledge about food quality and safety, it builds their trust (Dangi et al., 2020; Kaur et al., 2023; Watanabe et al., 2020). This trust convinces consumers that the product is genuine and meets the expectations, which increases their confidence in purchasing the product. According to TPB, this trust becomes a behavioral belief that motivates the purchase intention of consumer. Moreover, previous research studies about purchase intention in social commerce and mentioned that trust contributes to better information sharing which consequently affects the purchase intention (Wang et al., 2024). Additional prior research about organic food purchase intention have also stated that consumers' trust can positively influence consumers' purchase intention (Curvelo et al., 2019; Watanabe et al., 2020). Therefore, the hypothesis can be stated as follows:

H5. Trust towards organic food products positively affects purchase intention towards organic food products.

2.7 Mediation Effect

Consumers' trust in a trading partner is based on their perceived integrity and loyalty, which can influence their attitudes towards organic product purchasing (Curvelo et al., 2019; Lazaroiu et al., 2019). Following previous research this study incorporates both personal and system trust. Personal trust discusses consumers' knowledge and their relationship with the organic product brand or vendors. Whereas system trust refers to consumers' belief in the certification or process of the product including government policies(Tandon et al., 2020). Multiple studies have shown trust as a determinant of organic food purchase such as the recent study done by Sultan et al., (2020), where they established the moderating influence of perceived trust in consumers' intention towards organic food.

In this study, trust can be mediator between LOHAS consumption tendency (LCT) and perceived consumer effectiveness (PCE) on purchase intention by strengthening consumers' confidence in their decision. For LOHAS consumer, trust in organic products help them believe that the products are truly beneficial for health and environment, making the more likely to purchase the product. Similarly, trust reassures PCE consumers that their purchase will truly make a positive impact on environment. Thus, the hypothesis is proposed as follows:

H6a. Trust positively mediates LOHAS consumption tendency towards the purchase intention of organic food products.

H6b. Trust positively mediates perceived consumer effectiveness towards the purchase intention of organic food products.

Based on the hypotheses stated above, the research model for this study can be illustrated as follows:

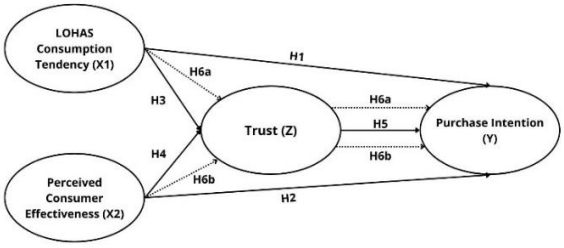

Figure 1. Research Model

METHODS

3.1 Data Collection and Samples

This quantitative study focuses on the influence of LOHAS Consumption Tendency (LCT) and Perceived Consumer Effectiveness (PCE) towards consumers' trust concerning their organic food purchasing intentions, by using the theory of planned behavior (TPB). Purpose sampling is applied in determining the sampling target to receive proper and effective responses. This sampling technique allows researchers to appoint the targeted population who are knowledgeable towards the topic of interest based on their judgment or objectives, making it convenient to be used for this study (Kaur et al., 2023; Rumaningsih et al., 2022). The sample of this study is individuals, who are 18 years of age or older, capable of making their own buying decisions, have knowledge about organic food products, and are domiciled in Bali.

Data collection is conducted through online questionnaires distributed via a Google Form link, utilizing various social media platforms for easy and convenient access. The questionnaire begins with an opening statement that outlines the background and purpose of the survey. This section also includes the respondent criteria and assurances regarding the confidentiality of personal data, while serving as a screening mechanism before participants proceed to fill out the form. Following this, respondents are required to complete a section with personal information necessary for research analysis. Only after completing this section can respondents proceed to the main part of the questionnaire, which consists of 16 items. Upon completion, respondents can then submit the questionnaire form.

Using G*power calculation, the power analysis for two-tailed multiple linear regression t-test indicates that the minimum sample size to yield a statistical power of at least .1 with an alpha of .05 and a large effect size (d = 0.9) is 108, thus this research will need to collect at least 108 samples. Eventually, this research managed to exceed the number and obtain a total of 244 respondents and received 205 valid responses to be analyzed using PLS-SEM.

3.2 Variable and Measurement

Considering this research is using quantitative data, the questions are answered with a 5-point likert scale for each given statement due to its simplicity (Kaur et al., 2023), 1 for strongly disagree and 5 for strongly agree. The main part is divided into 4 different pages, with each page representing each research variable, LOHAS Consumption Tendency (LCT), Perceived Consumer Effectiveness (PCE), Trust, and Purchase Intention (organic food products). In preparation for filling out the main part of the questionnaire, the variable control which consist of gender, age, education, occupation, and monthly income are given to specify the end results provided below:

Table 1. Data Characteristic Measurements

Data Characteristics Measurements	No. (%)
Gender	
Female	105 (51)
Male	100 (49)
Age (in years)	
18 - 27 years	102 (50)
28 - 37 years	44 (22)
38 - 47 years	28 (14)
48 and above	31 (15)
Edudcation	
SMA / SMK (Highschool)	33 (16)
Undergraduate (Diploma/S1)	146 (71)
Graduate (S2)	25 (12)
Postgraduate (S3/Doktoral)	1 (1)
Occupation	
Students	63 (31)
Employee	104 (51)
Self employed	31 (15)
Homemaker	4 (2)
Others	3 (1)
Monthly Income	
< Rp 5,000,000 (Low income)	81 (40)
Rp 5,000,000 - Rp 15,000,000 (Low middle income)	109 (53)
Rp 15,000,000 - Rp 50,000,000 (High middle income)	8 (4)
> Rp 50,000,000 (High income)	7 (3)

Table 2. Measurement Items

	Measurement Items	No. of Items
	LOHAS Consumption Tendency (Kaur et al., 2023)	5
X1.1	I prefer food items made by businesses that reflect the ideals of LOHAS customers.	
X1.2	I work To Preserve The Environment.	
X1.3	I like food items made using environmentally-friendly	
X1.4	I actively promote the advantages of eco-friendly food products in my community.	
X1.5	The impact of the manufacturing of an organic food brand on the environment is an essential factor for me to	
	Perceived Consumer Effectiveness (Iqbal et al., 2021)	3
X2.1	By Buying These Goods, I may influence others to buy organic food.	
X2.2	My usage of organic goods will pique the interest of other customers.	
X2.3	I believe that using organic goods will benefit both the environment and society.	
	Trust (Kamboj et al., 2022)	3
Z1.1	Organic food products are generally reliable & trustworthy.	
Z1.2	Organic food labels are easily understood.	
Z1.3	Organic food certification is extremely reliable.	
	Purchase Intention (Kamboj et al., 2022)	5
Y1.1	I am willing to buy organic food while shopping.	
Y1.2	I will make an effort to buy organic food in the near future.	
Y1.3	I intend to buy organic products because they are more environmentally friendly.	
Y1.4	I will continue purchasing organic foods.	
Y1.5	I would recommend purchasing organic food to a friend/relative.	

Table 3. Descriptive Statistics and Factor Loading After Indicator Deletion

	Mean	Median	Min	Max	Standard Deviation	Factor Loading
X1.2	4.078	4	1	5	0.896	0.775
X1.4	3.932	4	1	5	1.062	0.895
X1.5	4.102	4	1	5	0.863	0.804
X2.1	4.117	4	1	5	0.892	0.94
X2.2	4.185	4	1	5	0.817	0.925
Z1.1	4.302	4	1	5	0.743	0.805
Z1.2	4.239	4	1	5	0.782	0.88
Z1.3	4.317	4	2	5	0.686	0.855
Y1.1	4.249	4	1	5	0.821	0.863
Y1.2	4.073	4	1	5	0.894	0.84
Y1.3	4.2	4	1	5	0.863	0.84
Y1.4	4.063	4	1	5	0.978	0.869
Y1.5	4.185	4	1	5	0.864	0.782

RESULTS

Partial Least Squares Structural Equation Modeling (PLS-SEM) is applied to analyze the compiled data of this research. To further specify, PLS-SEM has shown high probability in examining the correlation between latent variables, capability to estimate complex models, and to process small samples. PLS-SEM is seen as a flexible technique fitted for the field of knowledge and nature of problems or data obtained from human social relations (Bido & Da Silva, 2019). To proceed with this model, the study employs the software application function of SMART PLS 3 for analyzing the compiled data by calculating both Outer Measurement Model Test and Inner Measurement Model Test.

The data analysis proceeds with checking the outer measurement model first which indicates if the research model contains any formative data. The benchmark for each variable should be higher than 0.7 (Hair et al., 2021). While most of the variables passed the test, 3 items from the latent variables received the value below the benchmark. The first variable is LOHAS Consumption Tendency (X1) with the value of item X1.1 (0.637) and X1.3 (0.651) and second variable are Perceived Consumer Effectiveness (PCE) (X2), where the value of item X2.3 (0.561) is less than 0.7. If the factor loading is between 0.4 and 0.708 the indicator can be deleted. Apart from that, the rest of the p-values results are all less than 0.05 (0.00), thus besides from the previous deleted variables, the other indicators are eligible to become the factor of the latent variable and the factor loading criteria are significant and fulfilled. Table 3 presents the descriptive statistics and factor loading of the indicators after deletion. The result shows that all factor loadings are more than 0.7.

Table 4. Internal Consistency Reliability and Convergent Validity

Variables	Cronchbach's Alpha	Rho_A	Composite Reliability	AVE
LCT	0.767	0.780	0.865	0.683
PCE	0.850	0.858	0.930	0.869
PI	0.903	0.904	0.928	0.721
TRUST	0.777	0.792	0.870	0.691

Table 4 demonstrate the internal consistency reliability and convergent validity data using the indicator after deletion, which consist of the finding that reveals Cronbach's alpha (>0.7) values ranged from 0.767 to 0.903, rho A (>0.7) values ranged from 0.780 to 0.904, composite reliability (>0.7) values ranged from 0.865 to 0.930, and average variance extracted (AVE) (>0.7) values ranged from 0.683 to 0.869 resulting in all indicators are reliable with all the values exceeding the 0.7 benchmark. Next is testing the convergent validity using the average variance extracted (AVE) (>0.5). The results show each variable AVE values are above 0.5 meaning the convergent validity is fulfilled and all indicators used to measure the variable holds high correlation with this variable.

Table 5. Discriminant Validity

Fornel Larcker

Variables	LCT	PCE	PI	TRUST
LCT	**0.826**			
PCE	0.683	**0.932**		
PI	0.740	0.664	**0.849**	
TRUST	0.517	0.510	0.647	**0.831**

Heterotrait-monotrait ratio (HTMT)

Variables	LCT	PCE	PI	TRUST
LCT				
PCE	0.853			
PI	0.883	0.755		
TRUST	0.650	0.622	0.764	

Notes: LOHAS consumption tendency (LCT), perceived consumer effectiveness (PCE), purchase intention (PI)

Discriminant validity is applied to recognize the difference between each indicator or variable. Table 5 presents the discriminant validity using Fornell Larcker and HTMT. The Fornell Larcker discriminant validity result is matched, with every square root of AVE of latent variable obtain the largest value compared to its correlations with other latent variables (LCT = 0.826, PCE = 0.932, PI = 0.849 and trust = 0.831). The other method is HTMT. The table above projects the HTMT result with all variables managed to remain less than 0.90, resulting in HTMT discriminant validity being fulfilled. Hence, all methods succeed in achieving valid discriminant results and discriminant validity is confirmed.

After analyzing outer model test, inner model measurement is conducted with the first measurement done by referring to the inner collinearity statistic (VIF) value. This research has no multicollinearity with all values range less than 5 (1.456 to 2.019).

Table 6. Hypothesis Testing

Direct Effect

Hyphotesis	Path	Original Sample	Sample Mean	Standard Deviation	T Statistic	P Values	Hyphotesis Support
H1	LCT - PI	0.436	0.427	0.088	4.972	0.000	Yes
H2	LCT - TRUST	0.316	0.318	0.093	3.420	0.001	Yes
H3	PCE - PI	0.204	0.210	0.071	2.881	0.004	Yes
H4	PCE - TRUST	0.294	0.290	0.093	3.166	0.002	Yes
H5	TRUST - PI	0.317	0.321	0.072	4.433	0.000	Yes

Indirect Effect

Hyphotesis	Path	Original Sample	Sample Mean	Standard Deviation	T statistic	P Values	Hyphotesis Support
	LCT - TRUST - PI	0.100	0.102	0.038	2.614	0.009	Yes
	PCE - TRUST - PI	0.093	0.094	0.038	2.434	0.015	Yes

Notes: LOHAS consumption tendency (LCT), perceived consumer effectiveness (PCE), purchase intent

Referring to table 6, direct effect is calculated through bootstrapping (path coefficients) and focusing on the p-values result (< 0.05). The result shows all direct effect between variables are significant, the relation between LCT and PI is significant (0.00), LCT and trust is significant (0.001), PCE and PI is significant (0.004), PCE and trust is significant (0.002), trust and PI is significant (0.00). Therefore, hypotheses H1, H2, H3, H4 and H5 are supported with results that reveal a positive and significant relation. Meanwhile, indirect effect testing is determined by the p values that is less than 0.05 on Table 4 and the results shown are significant (LCT - trust – PI = 0.009; PCE - trust – PI = 0.015). Therefore, H6 is accepted. Considering both direct and indirect effects being significant, hence the type of mediation can be classified as partial mediation.

Coefficient of determination (R-square) of this research shows that 66.3% of purchase intention can be explained by LCT, PCE and trust (0.663). On the other hand, 31.3% of trust can be explained by LCT and PCE (0.313). The result of effect size (F-square) is categorized small with range between 0.02 to 0.1499 and medium effect with range between 0.15 to 0.3499. In detail, LCT has medium effect on purchase intention (0.280), PCE has small effect on purchase intention (0.062), trust has medium effect on purchase intention (0.205), LCT has small effect on trust (0.078), and PCE has small effect on trust (0.067).

Furthermore, this study conducts blindfolding or predictive relevance (Q Square) measurement. These measurements provide the predictable rate of the data by removing the data and predict using regression of the rest of the data. The end results are classified within the large (> 0.5) and medium (0.25-0.4999) predictive group. PI has large predictive relevance (0.531) and trust has medium predictive relevance (0.299).

DISCUSSIONS AND CONCLUSIONS

5.1 Discussion

The impact of LOHAS Consumption Tendency (LCT) is proved to have a positive impact on organic food purchase intention in Bali (H1). This can be explained by the alignment of Bali cultural aspects and sustainability. The Balinese society are known to value the harmony between humans and other beings (Geria

et al., 2023). Their fundamental tradition and culture essentially affect their way of life to maintain the balance between their belief, society, and nature. This means spirituality, health, and environmental consciousness are part of their life values (Dwipayanti et al., 2019; Geria et al., 2023). LOHAS consumers view organic food as a reflection of these values and their purchase is affected by their behavioral intention to maintain their good health and environmental concern which relates to the applied theory of planned behavior (TPB). Previous studies also mentioned the positive relation between LCT and organic food purchase intention (Matharu et al., 2021; Rambabu Lavuri a et al., 2022) and thus the relation is strengthened by the fact of the Balinese society and culture.

Perceived consumer effectiveness (PCE) also has a positive impact towards organic food purchase intention. This can be explained through the Balinese culture that values the well-being of nature and their surrounding environment. One of the examples is Bali focuses on conserving their environment through utilizing their tourist attraction spots such as Batur Geopark. The Batur Geopark develop a forest treatment to introduce forest bathing as a new attraction while also preserving the environment (Mihardja et al., 2023). This attraction also supports the implementation of TPB on PCE connection with organic food purchase intention, where they believe they could achieve a positive result or receive new knowledge in conserving the environment through the newly develop forest bathing treatment by Batur Geopark. This result supports previous result that indicates the significant influence of PCE towards organic food purchase intention (Kaur et al., 2023).

LOHAS consumption tendency (LCT) has a significant effect towards trust due to Balinese emphasis on well-being and spirituality. The Balinese culture, which values health fosters trust in organic food products known for their health benefit. Similarly, perceived consumer effectiveness positively affects trust. This relationship can be explained by Balinese commitment to environmental harmony, a belief passed down through generations, which views environmentally friendly practices as essential to maintaining nature's balance (Geria et al., 2023). Therefore, Balinese consumers are more likely to trust organic food products that align with these values. Previous research also confirms the positive affect of LCT and PCE towards trust (Kaur et al., 2023; Rambabu Lavuri a et al., 2022; Sung & Woo, 2019).

The positive effect of trust towards organic food purchase intention can be explained by considering Bali as one of the biggest organic food markets in Indonesia (Najib et al., 2020). This simply shows the amount of people in Bali trusting their organic food products to be purchased and consumed. Trust in organic products not only assures consumers of their safety and quality but also aligns with Balinese beliefs that make them more likely to choose these products. The result support previous studies mentioning the positive relation between trust and purchase intention (Curvelo et al., 2019; Watanabe et al., 2020).

Lastly, trust positively mediates LCT towards organic food purchase intention. As previously mentioned, Bali is one of the biggest organic food markets which shows that people already trust the organic food products due to their healthy lifestyle concern and are willing to purchase with health and environmental reasons. Similarly, trust also positively mediates PCE towards organic food purchase intention. PCE is encouraged by the Balinese belief in protecting the nature (Dwipayanti et al., 2019; Geria et al., 2023). According to the theory of planned behavior (TPB), individuals' intentions are shaped by their desire to maintain

heath and safeguard the environment. This intention, along with their trust in organic product, leads them to purchase and consume organic food.

5.2 Conclusion

This current research examines the effect of LOHAS Consumption Tendency (LCT) and Perceived Consumer Effectiveness (PCE) towards the purchasing intention of Bali citizens through trust as the mediating variable, adopting the Theory of Planned Behavior (TPB). The findings shows that both LCT and PCE positively affect organic food purchase intention. In addition, LCT and PCE also positively affect trust, and trust itself affects organic food purchase intention. The result confirms that trust effectively mediate both LCT and PCE towards organic food purchase intention.

This research enriches previous body of knowledge about organic food purchase intention. This study highlights the significant effect of LOHAS consumption tendency (LCT) and perceived consumer effectiveness (PCE) on organic food purchase intention. The results of this study could provide valuable insights into organic food market in Bali, Indonesia. By identifying the factors that affect people into purchasing organic food such as health and environmental concerns, the organic food market or company could organize events that promote a sustainable lifestyle of LOHAS and PCE consumers such as talk shows with health specialist and environmental activist or offer workshops on organic farming and cooking demonstrations using organic ingredients. These activities could increase awareness and interest in sustainability and thus increase the amount of LOHAS and PCE consumers in Bali, Indonesia.

The result of this study highlights an urgent need for government to promote sustainable lifestyles in Bali and Indonesia that address both environmental challenges and the rising public interest in health. To cope with these phenomena, the government could initiate an annual organic food festival that brings together local organic food sellers from many villages in Bali. Such an event would not only support local farmers and strengthen the rural economy but also create valuable opportunities for Bali residents to engage in sustainable practices. By introducing interactive workshops, educational panels, and local product showcases, the government can foster community involvement and inspire long-term sustainable lifestyle choices among citizens.

LIMITATIONS

There are some limitations in this study. First, one limitation is with the Perceived Consumer Effectiveness (PCE) variable, where only 2 out of 3 indicators were used in the outer model analysis. This could weaken the reliability and accuracy of the results and make it harder to fully understand the PCE concept. The second limitation is this study only focuses on the Bali area as one of the biggest organic markets in Indonesia (Najib et al., 2020). Thus, future research should enlarge their scope of research to all the big organic market cities in Indonesia to receive a wide array of perspectives and variables to obtain a better understanding on factors which influence the organic food purchasing intention in Indonesia.

Additionally, this study relied on self-reported data which allows risk for bias or inaccurate responses since there are no guarantee in participants to provide honest or accurate information. Therefore, future studies could gain additional information source other than self-reported data in hope to obtain a more accurate responses

to further evaluate the analysis and achieve a more refined result.

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