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ANTECEDENTS OF ORGANIC RICE REPURCHASE INTENTION IN E-COMMERCE

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ABSTRACT

Growing public awareness of healthy lifestyles and environmental sustainability has contributed to the increasing consumption of organic rice in Indonesia. However, consumers' repurchase intention through e-commerce platforms remains relatively unstable. This study aims to analyze the influence of attitude, subjective norms, perceived behavioral control, environmental concern, and health consciousness on consumers' repurchase intention toward organic rice through e-commerce. This study employed a quantitative approach involving 100 respondents aged 30–55 years who had purchased organic rice through e-commerce at least twice in the past year. Data analysis was conducted using Partial Least Squares–Structural Equation Modeling (PLS-SEM). The results indicate that attitude, perceived behavioral control, environmental awareness, and Health Consciousness have a positive and significant effect on repurchase intention, whereas subjective norms do not have a significant effect. These findings suggest that repurchase intention is more influenced by internal factors than by external factors.

Keywords: *E-Commerce, Environmental Awareness, Health Consciousness, Organic Rice, Repurchase Intention*

INTRODUCTION

Organic farming continues to grow as a sustainable agricultural system capable of producing healthy, safe, and environmentally friendly food. According to the Ministry of Agriculture of the Republic of Indonesia (2020), organic farming utilizes natural materials and avoids the use of synthetic fertilizers and pesticides to produce healthy and sustainable food. In recent years, public awareness of healthy lifestyles and environmental sustainability has increased (Roosganda Elizabeth, 2022). In addition to providing health benefits by being free of harmful chemical residues, organic farming helps maintain ecosystem balance through improved soil fertility and reduced environmental pollution (Gamage, 2023).

Organic rice is one of the most sought-after commodities and ranks among the top three products with the highest demand in the organic market. According to data from the Indonesian Organic Food Statistics, there were fluctuations in the area of certified organic land between 2019

and 2022, particularly for organic rice. This change aligns with the dynamics of the number of farmers involved in organic rice cultivation, which increased from 7,398 farmers in 2019 to 12,752 farmers by the end of 2022. This trend reflects growing public awareness of healthy lifestyles and a preference for safe, chemical-free food (Indonesian Organic Food Statistics, 2023).

Indonesia's e-commerce market experienced rapid growth in 2024 and became an important part of consumer behavior. The e-Conomy SEA 2024 report notes that the value of Indonesia's e-commerce sector reached Rp 1,026.1 trillion (approximately USD 65 billion), making it the largest contributor to the national digital economy, which is valued at USD 90 billion. Additionally, the Ministry of Trade (2024) reported that the value of e-commerce transactions reached Rp512 trillion, surpassing Bank Indonesia's projection of Rp487 trillion. This growth is supported by high internet usage in Indonesia, where an APJII survey (2024) indicated there are 221 million internet users, with 88.1% of them utilizing e-commerce services. On the other hand, the Central Statistics Agency (BPS, 2023) noted that 43.02% of e-commerce players sell food, beverages, and food ingredients. This indicates that e-commerce functions not only as a marketplace but also as a digital ecosystem that facilitates public access to various necessities, including healthy food products such as organic rice.

Although demand for organic rice in Indonesia continues to rise as public awareness of health and environmental issues grows (Tunjungsari, 2020), competition in the e-commerce market remains fierce due to the availability of more affordable non-organic rice. Additionally, purchasing organic rice through e-commerce platforms faces various challenges, particularly regarding consumers' difficulty in assessing product quality and authenticity since they cannot inspect the items in person (Lee, 2020). Given these conditions, research on repeat purchase intent for organic rice within the e-commerce context remains relatively limited. Most previous studies have primarily focused on initial purchase intent for organic products in general without distinguishing specific product types. However, rice is a staple food consumed regularly, so its repurchase patterns exhibit distinct characteristics compared to other food products not consumed daily. With technological advancements, e-commerce offers unrestricted access regardless of time or location, more comprehensive product information, consumer reviews, and more efficient transaction processes, enabling consumers to evaluate products more rationally before deciding to repurchase.

To explain this phenomenon theoretically, this study employs the Theory of Planned Behavior (TPB) proposed by Ajzen (2005). This theory posits that an individual's behavioral intent is influenced by three main factors: attitude, subjective norms, and perceived behavioral control. The TPB approach is considered relevant for understanding the formation of interest in repurchasing products through e-commerce, including organic food products such as organic rice. However, some researchers argue that the Theory of Planned Behavior (TPB) needs to be expanded to understand consumer behavior toward environmentally friendly products. Setyawan et al. (2018) explain that many studies have modified the TPB model by adding variables beyond the original constructs. Therefore, this study extends the TPB model by incorporating the

variables of environmental awareness and health consciousness, which are assumed to influence consumer attitudes toward the intention to repurchase organic rice via e-commerce.

RESEARCH METHOD

This study was conducted on a national scale, covering all regions of Indonesia, as the purchasing behavior of organic rice via e-commerce is not tied to a specific geographic location. The population for this study consists of all individuals who have purchased organic rice through e-commerce platforms at least twice, as they are considered to have relevant experience in evaluating products and making repeat purchases. The study employed a non-probability sampling technique using a combination of purposive sampling and snowball sampling (Sugiyono, 2019), where respondents were selected based on specific criteria and the sample was expanded through recommendations from other respondents. The respondent criteria included consumers aged 30–55 years who had purchased organic rice via e-commerce at least twice in the past 12 months. Based on the Rule of 10, the minimum required sample size is 60 respondents; however, Hair et al. (2021) suggest that the SEM sample size should range between 100–200 respondents to produce more stable and accurate estimates. Therefore, this study set the sample size at 100 respondents. Data collection was conducted through the distribution of an online questionnaire using Google Forms, as this method was deemed more efficient, practical, and capable of reaching respondents from various regions across Indonesia.

The data analysis method used in this study employed the Partial Least Squares–Structural Equation Modeling (PLS-SEM) approach with the assistance of the SmartPLS 3.0 software. This method was chosen because it is capable of simultaneously analyzing relationships among latent variables and is suitable for predictive research and model development. The analysis was conducted in two stages: testing the measurement model (outer model) to assess construct validity and reliability, and testing the structural model (inner model) to analyze relationships between variables and test the research hypotheses. Additionally, this study employed descriptive statistical analysis to describe respondent characteristics and the distribution of research responses.

RESULTS AND DISCUSSION

Outer Model

The measurement model was evaluated in this study to ensure that each indicator could represent the construct validly and reliably. The evaluation was conducted by testing the reliability of the indicators using outer loading values and internal consistency reliability to assess the consistency of the indicators in measuring the same construct. In addition, convergent validity was analyzed using the average variance extracted (AVE) value, while discriminant validity was tested through cross-loading analysis to ensure that each indicator had a higher

correlation with the construct being measured compared to other constructs in the research model.

Table 1. Validity Test Results Based on Outer Loading Values

Variable	Indicator	*Outer Loading*	Note
Attitude (X_1)	I believe that organic rice is of higher quality than non-organic rice	0.873	*Valid*
	I know that organic rice is safer because it does not use harmful chemicals	0.865	*Valid*
	I feel happy when I buy organic rice through *e-commerce*	0.769	*Valid*
	I feel satisfied when using organic rice	0.898	*Valid*
	I tend to choose organic rice over non-organic rice	0.879	*Valid*
	I try to consume organic rice in my daily life	0.884	*Valid*
Subjective Norm (X_2)	My family believes that buying organic rice is a good choice	0.961	*Valid*
	My close friend considers buying organic rice to be the right thing to do	0.959	*Valid*
	Influencers or public figures encourage me to choose healthy products like organic rice	0.957	*Valid*
	I am willing to consider my family's advice when choosing organic rice	0.951	*Valid*
	I consider recommendations from close friends when choosing organic rice	0.740	*Valid*
	I tend to follow the advice of public figures or influencers I trust when choosing rice on *e-commerce platforms*	0.722	*Valid*
Perceived Behavioral Control (X_3)	Information about organic rice on *e-commerce sites* is clearly presented and easy to understand	0.801	*Valid*
	I find it easy to repurchase organic rice through *e-commerce*	0.775	*Valid*
	My internet access supports my ability to smoothly purchase organic rice on *e-commerce platforms*	0.915	*Valid*
	I am able to compare the prices, quality, and reviews of several organic rice products before purchasing	0.851	*Valid*
	I am still able to buy organic rice on *e-commerce* platforms despite obstacles such as high shipping costs	0.795	*Valid*
	I am confident I can resolve any issues that may arise when purchasing organic rice online	0.889	*Valid*

Variable	Indicator	*Outer Loading*	Note
Environmental Awareness (X_4)	I realize that consuming organic rice has a positive impact on the environment	0.889	*Valid*
	I understand that my consumption decisions can affect environmental conditions	0.903	*Valid*
	I feel responsible for choosing environmentally friendly products	0.810	*Valid*
	I am committed to contributing to environmental protection through my purchasing choices	0.914	*Valid*
	I try to choose organic rice because it is considered more environmentally friendly	0.882	*Valid*
	I strive to reduce my environmental impact by choosing sustainable products	0.840	*Valid*
Health Consciousness (X_5)	I am aware that organic rice can reduce health risks	0.800	*Valid*
	I understand that organic rice has more natural nutritional content	0.815	*Valid*
	I look for information about the benefits of organic rice before buying	0.893	*Valid*
	I pay attention to the label, certification, and origin of organic rice to ensure its safety	0.835	*Valid*
	I maintain a healthy lifestyle by paying attention to the food I consume	0.837	*Valid*
	I avoid foods that could be harmful to my health	0.895	*Valid*
Repurchase Intention (Y)	I plan to repurchase organic rice in the near future	0.865	*Valid*
	I tend to choose organic rice as my primary choice when buying rice again	0.792	*Valid*
	I intend to continue buying organic rice through the *e-commerce* platform I usually use	0.735	*Valid*
	I choose the same brand of organic rice because its quality meets my expectations	0.856	*Valid*
	I am likely to repurchase this organic rice because it meets my daily needs	0.854	*Valid*
	I tend to choose the *e-commerce* platform that I find most convenient to use when I buy organic rice again	0.767	*Valid*

Source: Data Processed, 2026

Based on Table 1, all indicators for each variable have outer loading values above 0.6 and are therefore considered valid. The outer loading values for the Attitude variable (X_1) range from 0.769 to 0.898, for Subjective Norm (X_2) from 0.722 to 0.961, Behavioral Control Perception (X_3) at 0.775–0.915, Environmental Awareness (X_4) at 0.810–0.914, Health Consciousness (X_5) at

0.800–0.895, and Repurchase Intention (Y) at 0.735–0.865. These results indicate that all indicators are able to represent the measured constructs well and consistently.

Table 2. *Composite Reliability* Test Results

Variable	*Composite Reliability*	Description
Attitude (X_1)	0.945	*Reliable*
Subjective Norm (X_2)	0.957	*Reliable*
Perception of Behavioral Control (X_3)	0.934	*Reliable*
Environmental Awareness (X_4)	0.951	*Reliable*
Health Consciousness (X_5)	0.938	*Reliable*
Repurchase Intention (Y)	0.921	*Reliable*

Source: Data Processed, 2026

Based on Table 2, it can be seen that all variables in this study are considered reliable because the *composite reliability* values for each construct are above the recommended minimum threshold of 0.70. These values indicate that the indicators used in each variable have a good level of internal consistency in representing the latent constructs being measured.

Table 3. AVE (*Average Variance Extracted*) Results

Variable	AVE	Description
Attitude (X_1)	0.743	*Valid*
Subjective Norm (X_2)	0.788	*Valid*
Perception of Behavioral Control (X_3)	0.704	*Valid*
Environmental Awareness (X_4)	0.763	*Valid*
Health Consciousness (X_5)	0.717	*Valid*
Repurchase Intention (Y)	0.661	*Valid*

Source: Data Processed, 2026

Based on Table 3, it can be seen that the *Average Variance Extracted* (AVE) values for all research variables are above the required minimum threshold of 0.50. These values indicate that each latent construct in this study is capable of explaining more than 50% of the variance in the indicators used to measure it. Thus, the indicators contained in each variable have a sufficiently strong level of association with the construct they represent.

Table 4. *Cross-Loading* Test Results

	Attitude (X1)	Subjective Norm (X2)	Perceived Behavioral Control (X3)	Environmental Awareness (X4)	Health Consciousness (X5)	Repurchase Intention (Y)
X1.1	0.873	0.096	0.156	-0.034	-0.092	0.361
X1.2	0.865	0.022	0.124	-0.063	0.069	0.358
X1.3	0.769	-0.096	0.313	-0.036	-0.247	0.19
X1.4	0.898	0.07	0.207	-0.06	-0.124	0.355
X1.5	0.879	0.118	0.133	-0.035	-0.137	0.322

	Attitude (X1)	Subjective Norm (X2)	Perceived Behavioral Control (X3)	Environmental Awareness (X4)	Health Consciousness (X5)	Repurchase Intention (Y)
X1.6	0.884	0.202	0.082	0.009	-0.057	0.45
X2.1	0.103	0.961	-0.074	0.079	-0.021	0.054
X2.2	0.058	0.959	-0.058	0.062	-0.042	0.06
X2.3	0.113	0.957	-0.014	0.06	-0.007	0.13
X2.4	0.1	0.951	-0.077	0.117	0.038	0.093
X2.5	0.06	0.74	-0.091	-0.018	0.059	0.07
X2.6	0.102	0.722	-0.041	-0.06	-0.116	0.016
X3.1	0.178	-0.023	0.801	-0.173	-0.419	0.005
X3.2	-0.013	-0.01	0.775	0.037	-0.098	0.107
X3.3	0.241	0.022	0.915	0.025	-0.104	0.311
X3.4	0.116	-0.073	0.851	-0.003	-0.166	0.209
X3.5	0.174	-0.03	0.795	0.127	-0.416	0.072
X3.6	0.138	-0.189	0.889	0.035	-0.217	0.187
X4.1	-0.034	0.101	-0.145	0.889	0.227	0.345
X4.2	-0.002	0.102	0.052	0.903	0.096	0.357
X4.3	0.14	0.02	0.17	0.81	-0.105	0.266
X4.4	-0.03	0.036	0.081	0.914	0.053	0.395
X4.5	-0.129	-0.001	0.005	0.882	0.225	0.446
X4.6	-0.126	0.112	0.056	0.84	0.033	0.2
X5.1	-0.415	-0.054	-0.163	0.129	0.8	0.224
X5.2	-0.072	-0.095	-0.223	-0.105	0.815	0.262
X5.3	-0.254	-0.094	-0.209	0.112	0.893	0.291
X5.4	-0.142	0.006	-0.178	0.034	0.835	0.266
X5.5	0.155	0.135	-0.099	0.183	0.837	0.673
X5.6	-0.142	-0.067	-0.202	0.129	0.895	0.327
Y1.1	0.514	0.091	0.353	0.27	0.324	0.865
Y1.2	0.162	-0.018	0.207	0.408	0.478	0.792
Y1.3	0.018	0.029	0.091	0.3	0.465	0.735
Y1.4	0.185	0.072	0.07	0.396	0.615	0.856
Y1.5	0.497	0.167	0.223	0.366	0.306	0.854
Y1.6	0.555	0.113	0.241	0.22	0.175	0.767

Source: Data Processed, 2026

Based on Table 4, the cross-loading values for each indicator are higher for the construct being measured compared to other constructs. These results indicate that each indicator is capable of accurately representing its variable and has a good ability to distinguish between constructs in the research model. Thus, the measurement model has met the criteria for discriminant validity through the cross-loading approach.

Inner Model

R Square

Table 5. R Square Test Results

Variable	R Square	Description
Repurchase Intention (Y)	0.640	Moderate

Source: Data Processed, 2026

Based on Table 5, it is evident that the coefficient of determination (R^2) for the variable of consumer repurchase intention for organic rice on e-commerce platforms is 0.640, or 64.0%. This value indicates that the variables of attitude, subjective norms, perceived behavioral control, environmental awareness, and health consciousness collectively account for 64.0% of the variation in consumer repurchase intention. This suggests that the research model possesses predictive power that falls into the *moderate* category and approaches the strong category in explaining consumer repurchase intention behavior. Meanwhile, the remaining 36.0% of the variation in consumer repurchase intent is explained by other factors not included in this research model. This suggests that consumer repurchase behavior is not only influenced by the variables analyzed in the study but is also influenced by various other factors that may play a significant role in the consumer decision-making process. Some variables suspected of influencing repurchase intent include *customer satisfaction*, *trust* in the brand or e-commerce platform, *price perception*, and *perceived product quality*.

Testing the Significance and Relevance of Path Coefficients

Table 6. Results of the Significance Test for *Path Coefficients*

	Original Sample (O)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P-Values	Notes
Attitude (X_1) -> Repurchase Intention (Y)	0.423	0.048	8.808	0.000	Accepted
Subjective Norm (X_2) -> Repurchase Intention (Y)	0.047	0.068	0.681	0.496	Rejected
Perceived Behavioral Control (X_3) -> Repurchase Intention (Y)	0.268	0.096	2.794	0.005	Accepted
Environmental Awareness (X_4) -> Repurchase Intention (Y)	0.344	0.054	6.392	0.000	Accepted
Health Consciousness (X_5) -> Repurchase Intention (Y)	0.533	0.062	8.610	0.000	Accepted

Source: Data Processed, 2026

Based on Table 6, the results of the significance test *for path coefficients* show that the variable with the strongest influence on repurchase intention (Y) is health consciousness (X_5) with a path coefficient of 0.533, followed by attitude (X_1) at 0.423, *Environmental Awareness* (X_4) at 0.344, and perceived behavioral control (X_3) at 0.268, all of which have positive and significant effects because they have *t-statistic* values > 1.96 and *p-values* < 0.05. Meanwhile, the subjective norm variable (X_2) did not have a significant effect on the intention to repurchase organic rice through *e-commerce* because it had a *t-statistic* value of 0.681 < 1.96 and *a p-value* of 0.498 > 0.05.

Attitude (X1) Has a Positive and Significant Effect on the Intention to Repurchase Organic Rice via E-commerce (Y)

Attitude refers to consumers' evaluations or perceptions of a product, as reflected in their feelings of liking or disliking it. The research findings indicate that Attitude (X1) has a positive and significant effect on repurchase intention (Y) for organic rice purchased via e-commerce in Indonesia. This suggests that the more positive consumers' evaluations of organic rice are, the higher their tendency to repurchase it. The majority of respondents were of working age (30–55 years old) with relatively high levels of education, giving them a good understanding of the health benefits and product quality. These factors fostered a positive attitude toward organic rice, primarily because consumers perceive this product as safer, of higher quality, and offering better health benefits compared to non-organic rice.

Attitude has a significant influence on repurchase intention because it reflects consumers' overall assessment, which is shaped by their experiences and perceptions of the product. Based on descriptive analysis, consumers reported feeling happy when purchasing organic rice through e-commerce. This positive emotional experience strengthens consumers' attachment to the product and encourages the desire to repeat the same purchasing experience. Additionally, ease of access, transaction flexibility, and the availability of product information on e-commerce platforms further strengthen the relationship between attitude and repurchase intention. Thus, attitude is formed not only from rational considerations but also from satisfying consumption experiences.

Based on the results of the outer loading analysis, indicator X1.4 had the highest value of 0.898, indicating that satisfaction after consuming organic rice is the most dominant factor in shaping consumer attitudes. This suggests that the experience after using the product has a very strong influence on building a positive assessment of organic rice. When a product is able to meet or even exceed consumer expectations, positive attitudes toward the product become even stronger. Additionally, indicators X1.6 (0.884) and X1.5 (0.879) indicate that the desire to consume organic rice in daily life and the tendency to choose organic rice over non-organic rice are also important factors in shaping positive consumer attitudes.

Meanwhile, the X1.1 indicator, with a value of 0.873, indicates that consumers' belief that organic rice is of higher quality than non-organic rice is one of the main factors influencing their

attitudes. Consumers perceive organic rice as having better quality in terms of taste, texture, nutritional content, and a more natural cultivation process. Additionally, indicator X1.2, with a value of 0.865, indicates that the perception of product safety—due to the absence of harmful chemicals—further reinforces consumer attitudes. Food safety is a critical consideration as consumers are increasingly aware of the long-term health impacts of pesticide residues. Meanwhile, indicator X1.3, with a value of 0.769, shows that the sense of enjoyment when purchasing via e-commerce also contributes to shaping attitudes, although its contribution is lower compared to other indicators.

The results of this study are consistent with the Theory of Planned Behavior (TPB) proposed by Ajzen (2005), in which attitude is one of the main factors influencing an individual's behavioral intention. In the context of this study, positive attitudes toward the quality, safety, and health benefits of organic rice encourage consumers to make repeat purchases via e-commerce. Consumers who have a positive assessment of a product tend to believe that the product can meet their needs and provide benefits in line with their expectations. Therefore, attitude is a crucial factor in explaining the formation of sustained interest in repurchasing organic rice.

The findings of this study are also supported by previous research. Indriyanti et al. (2023) state that consumer attitudes toward organic products can strengthen the tendency to repurchase due to perceptions of quality and health benefits that are directly experienced. Furthermore, Setyawan et al. (2018) explain that a positive attitude toward organic products can encourage repeat purchases through digital channels when consumers have a satisfying user experience. Thus, the results of this study confirm that the formation of a positive attitude is a key factor in promoting the sustainability of organic rice purchases via e-commerce.

Subjective Norms (X2) Have a Positive but Insignificant Effect on the Intention to Repurchase Organic Rice via E-commerce (Y)

Subjective norms refer to consumers' perceptions of the support, advice, or views of those around them regarding the decision to purchase a product. The results of the study indicate that Subjective Norms (X2) have a positive but insignificant effect on the Intention to Repurchase (Y) organic rice through e-commerce in Indonesia. These results indicate that consumers' decisions to repurchase are more influenced by personal considerations than by social pressure from family, friends, or the surrounding environment. The majority of respondents in the productive age group (30–55 years) with relatively high educational levels tend to be more independent in making consumption decisions. Repurchases of organic rice are based more on health benefits, product quality, and previous consumption experiences than on social influence.

The lack of a significant effect of subjective norms suggests that consumers of organic rice purchased through e-commerce rely more on their personal experience after consuming the product. Repurchase intent is shaped by perceived satisfaction, belief in health benefits, and assessments of product quality. Consumers who have had direct experience tend to place greater trust in their own evaluations than in recommendations from their social circles. Thus, the

decision to repurchase is not solely influenced by others' advice but rather because consumers feel that organic rice meets their needs and expectations.

In addition, the characteristics of e-commerce also help explain the limited influence of subjective norms. E-commerce platforms provide extensive access to information, such as user reviews, product ratings, and comprehensive product descriptions, allowing consumers to make independent evaluations without relying too heavily on the opinions of family or friends. The individual nature of the online purchasing process leads consumers to focus more on personal considerations rather than social pressure. In the context of repeat purchases, consumers who have had positive experiences with e-commerce products and services tend to stick to their consumption decisions based on their own evaluations.

The development of healthy consumption habits also reinforces the limited influence of subjective norms on repurchase intent. Since rice is a staple food consumed on a regular basis, repurchases tend to occur as a result of consumption patterns that have become habitual. During the initial purchase, consumers may still rely on social references to reduce uncertainty about the product. However, after gaining firsthand experience with the quality of organic rice and the perceived benefits, repeat purchase decisions become more stable and are based on personal preferences. This indicates that consumption experience has a greater influence than social pressure in determining repeat purchases of organic rice through e-commerce.

Based on the results of the outer loading analysis, indicator X2.1 has the highest value of 0.961, indicating that family views are the strongest indicator in reflecting the Subjective Norm variable (X2). Additionally, indicators X2.2 (0.959) and X2.3 (0.957) show that the influence of close friends and influencers also contributes to shaping consumers' social perceptions regarding organic rice consumption. Meanwhile, indicators X2.5 at 0.740 and X2.6 at 0.722 show that recommendations from friends and influencers have a lower contribution compared to the influence of family. Overall, these results indicate that subjective norms in this study are formed from various sources of social influence, although these influences are not the primary factors in the decision to repurchase.

The findings of this study align with those of Lily Purwianti and R. Iqratul Iman (2023), who found that subjective norms do not significantly influence the repurchase of organic products. These results suggest that at the repurchase stage, consumers rely more on personal experience, satisfaction, and their perception of the product's benefits than on social support. However, these results differ from those of Kumar et al. (2023), who found that social support can influence the intention to repurchase eco-friendly products, particularly during the initial stages of product use when consumers still face uncertainty. Thus, this study suggests that consumers of organic rice via e-commerce tend to maintain their consumption patterns based on real-world experiences and benefits they have previously experienced.

Perceived Behavioral Control (X3) Has a Positive and Significant Effect on the Intention to Repurchase Organic Rice via E-commerce (Y)

Perceived behavioral control refers to consumers' perceptions of their ability and perceived ease in performing a specific behavior, including purchasing organic rice through e-commerce. The results of the study indicate that Perceived Behavioral Control (X3) has a positive and significant effect on repurchase intention (Y) for organic rice via e-commerce in Indonesia. These findings suggest that the higher consumers' confidence in the ease and ability to make a purchase, the greater their tendency to repurchase. Perceived behavioral control reflects the extent to which consumers feel that the purchasing process can be carried out easily and without obstacles, whether in terms of platform usage, product access, payment methods, or the delivery process. The majority of respondents in the productive age group tend to prioritize efficiency and practicality, so the ease of shopping through platforms such as Shopee and Tokopedia becomes an important factor in encouraging repeat purchases.

Perceptions of behavioral control have a significant impact on repurchase intent because consumers feel they have the ability and ease to conduct online transactions. Based on descriptive analysis, consumers perceive that information about organic rice is clearly presented and easy to understand, and that the repurchase process is practical. These conditions boost consumers' confidence in transacting because they do not encounter difficulties in finding information or making purchases. When consumers perceive a behavior as easy to perform, the tendency to repeat that behavior also increases. Thus, the perception of ease is the primary factor reinforcing the interest in repurchasing organic rice through e-commerce.

In addition, the perception of behavioral control is also shaped by consumers' ability to compare various product options before making a purchase. In e-commerce, consumers can easily compare prices, quality, and reviews of various organic rice brands. This situation gives consumers a sense of control in determining the choice that best suits their needs. On the other hand, the perception of behavioral control is also reinforced by consumers' confidence in dealing with various obstacles that may arise during the purchasing process, such as payment issues, shipping, or additional costs. When consumers feel capable of overcoming these obstacles, their confidence in making repeat purchases becomes stronger.

Based on the results of the outer loading analysis, indicator X3.3 has the highest value of 0.915, indicating that internet access supporting the smooth purchase of organic rice via e-commerce is the most dominant factor in shaping Perceived Behavioral Control (X3). This suggests that the availability and stability of the internet significantly influence consumers' confidence in conducting online transactions. Additionally, indicator X3.6, with a value of 0.889, indicates that consumers' ability to resolve issues during the online purchasing process also makes a significant contribution to the formation of behavioral control perception. Meanwhile, indicator X3.4, with a value of 0.851, indicates that the ability to compare prices, product quality, and read reviews before purchasing further strengthens consumers' confidence in making repeat purchase decisions.

The X3.1 indicator, with a value of 0.801, indicates that the clarity of product information in e-commerce is a key factor in shaping perceptions of behavioral control. Information regarding ingredients, organic certification, and consumer reviews helps consumers better understand product quality, enabling them to make more rational purchasing decisions. Additionally, the X3.5 indicator, with a value of 0.795, indicates that consumers' ability to continue purchasing despite obstacles—such as high shipping costs—also reinforces the perception of behavioral control. Meanwhile, the X3.2 indicator, with a value of 0.775, indicates that technical ease in the repurchase process also contributes to shaping the perception of control, although its influence is lower compared to other indicators.

The findings of this study are consistent with the Theory of Planned Behavior (TPB) proposed by Ajzen (2005), which posits that perceived behavioral control influences an individual's intention to engage in a particular behavior. These results are also supported by the study by Nguyen et al. (2022), which shows that product accessibility and consumers' ability to shop online have a positive effect on the repurchase of eco-friendly products. Kumar et al. (2023) also found that perceptions of transaction ease and consumer control over the online purchasing process can increase the tendency to repurchase organic products. Furthermore, Alamsyah and Anggraeni (2021) state that the higher consumers' perception of behavioral control, the greater their tendency to sustainably maintain the behavior of purchasing eco-friendly products. Thus, the results of this study confirm that the perception of behavioral control is a key factor in driving the sustainability of organic rice repurchases via e-commerce in Indonesia.

Environmental Awareness (X_4) Has a Positive and Significant Effect on the Intention to Repurchase Organic Rice via *E-commerce* (Y)

Environmental awareness refers to the level of consumer awareness and attention toward environmental conditions and the impact of consumption activities on environmental sustainability. The results of this study indicate that Environmental Awareness (X_4) has a positive and significant effect on the Intent to Repurchase (Y) organic rice through e-commerce in Indonesia. This suggests that consumers who are aware of environmental issues tend to be more consistent in choosing environmentally friendly products. The majority of respondents with relatively high levels of education have a better understanding of the impact of consumption on the environment, thereby fostering a sense of concern for sustainability. Although the primary reason for repurchasing is still dominated by health factors, some consumers also consider the eco-friendly aspect as an added value of organic rice.

Environmental awareness has a significant impact on repeat purchase intent, as consumers are beginning to consider the long-term impact of their consumption habits on the environment. Consumers are not only focused on personal benefits but also feel a sense of responsibility in choosing more environmentally friendly products. In this context, organic rice is viewed as a more sustainable alternative because its production process is considered safer for the environment compared to conventional farming. Consequently, consumers' commitment to sustainability drives their commitment to maintaining organic rice consumption through repeat purchases.

In addition, growing awareness of the negative impacts of conventional agriculture has also strengthened the influence of Environmental awareness on repeat purchasing. The use of chemical fertilizers and pesticides in non-organic farming is often linked to soil degradation, water pollution, and a decline in environmental quality. Consumers who are concerned about these issues tend to seek out alternative products that are considered safer and more sustainable. In this context, organic rice is perceived as a more ecologically responsible choice, thereby encouraging consumers to maintain this consumption pattern on a sustainable basis.

Advances in digital technology and e-commerce have also strengthened the link between Environmental awareness and repeat purchasing. Through e-commerce platforms, consumers can easily access information about product characteristics, production processes, and the environmental benefits of organic rice. Greater transparency in information access has made consumers more selective in choosing products that align with sustainability principles. This trend encourages consumers to consistently choose organic rice as part of an environmentally conscious lifestyle. Consequently, Environmental awareness has become a key factor in driving the continued purchase of organic rice through e-commerce.

Based on the results of the outer loading analysis, indicator X4.4 has the highest value of 0.914, indicating that consumers' commitment to contributing to environmental protection through their purchasing choices is the most dominant factor in shaping the Environmental awareness variable (X4). Additionally, indicators X4.2 (0.903) and X4.1 (0.889) show that understanding the environmental impacts of consumption and the awareness that consuming organic rice has a positive impact on the environment also contribute to consumer Environmental awareness. Meanwhile, indicators X4.5 at 0.882 and X4.6 at 0.840 show that the preference for choosing more environmentally friendly products and efforts to reduce environmental impacts also strengthen the Environmental awareness variable. Furthermore, indicator X4.3 at 0.810 indicates that a sense of responsibility toward environmental conservation also contributes to shaping consumers' Environmental awareness.

The findings of this study are consistent with the research by Jian et al. (2022), which shows that consumers with a high level of Environmental awareness tend to have a greater intention to repurchase eco-friendly products. Kumar et al. (2023) also found that concern for environmental issues can encourage long-term consistency in the purchase of organic products. Furthermore, Rahman et al. (2022) state that Environmental awareness plays a role in promoting sustainable consumption behavior, although its influence can be affected by other factors such as price and product access. Thus, the results of this study confirm that Environmental awareness is one of the key factors driving consumers to continue repurchasing organic rice through e-commerce in Indonesia.

Health Consciousness (X_5) Has a Positive and Significant Effect on the Intention to Repurchase Organic Rice via *E-commerce* (Y)

Health consciousness refers to an individual's level of concern regarding their health condition and their efforts to maintain health through dietary choices. The results of this study indicate that Health Consciousness (X_5) has a positive and significant effect on the Repurchase Intention (Y) of organic rice purchased via e-commerce in Indonesia. This suggests that the higher consumers' concern for their health, the greater their tendency to make repeat purchases. The majority of respondents are in the productive age group with relatively high levels of education, so they have a good understanding of the importance of maintaining health through dietary

habits. Additionally, the fact that health factors dominate the reasons for repurchasing indicates that organic rice is perceived as a safer and higher-quality product compared to conventional rice.

Health consciousness has a significant impact on repurchase intent because consumers view organic rice as a safer product to consume. Organic rice is produced by minimizing the use of pesticides and synthetic chemical fertilizers, which can leave residues harmful to health. This perception of food safety shapes consumers' belief that organic rice offers greater health benefits than conventional rice. Consumers with a high level of Health Consciousness tend to pay more attention to the quality and safety of the food they consume, leading them to choose products they believe can support long-term health. When consumers feel that organic rice provides positive health benefits, trust in the product emerges, which drives repeat purchase interest.

In addition to being influenced by perceptions of food safety, health consciousness also drives consumers to make organic rice consumption part of a healthy lifestyle. Consumers with a high level of health consciousness generally have a stronger commitment to choosing products that align with their health needs. Therefore, purchasing decisions are not based solely on price but also on the long-term benefits gained. Although organic rice is relatively more expensive than conventional rice, consumers are still willing to repurchase it because they consider the product to be better and safer for regular consumption. This indicates that health consciousness fosters consumer loyalty toward organic rice.

On the other hand, the ease of access through e-commerce also reinforces the influence of health consciousness on repeat purchase intent. E-commerce platforms provide clear product information, consumer reviews, and a wide variety of product options, making it easier for consumers to find organic rice that meets their health needs. Health consciousness encourages consumers to be more proactive in seeking out and evaluating information before making a purchase. Additionally, e-commerce offers unrestricted access regardless of time or location, helping consumers maintain consistent repurchase patterns. Thus, health consciousness not only influences initial purchase intent but also strengthens consumer loyalty toward organic rice through e-commerce.

Based on the results of the outer loading analysis, indicator X5.6 has the highest value of 0.895, indicating that the tendency to avoid foods that may be harmful to health is the most dominant factor in shaping the health consciousness variable (X_5). Additionally, indicator X5.3 at 0.893 indicates that actively seeking information before purchasing organic rice through e-commerce also makes a very strong contribution to shaping Health consciousness. Meanwhile, indicators X5.5 at 0.837 and X5.4 at 0.835 indicate that the consumption of organic rice as part of a healthy lifestyle, along with attention to product labels and certifications, further reinforces the formation of Health consciousness. Indicators X5.2 (0.815) and X5.1 (0.800) show that understanding the natural nutritional content and belief in reduced health risks are also important factors in shaping the health consciousness variable.

The results of this study are consistent with the research by Sutantiono (2023), which states that health consciousness has a significant effect on the repurchase of organic food products because they are viewed as an investment in health. The study by Hayani and Maryono (2025) also shows that a strong health orientation can increase the consistency of organic product consumption. Furthermore, Budiarti et al. (2024) found that health consciousness positively contributes to loyalty and repurchase in online shopping. Thus, the results of this study

confirm that health consciousness is a key factor driving consumers to continue repurchasing organic rice through e-commerce in Indonesia.

CONCLUSION

Based on the research findings, attitude, perceived behavioral control, environmental concern, and health consciousness have positive and significant effects on consumers' repurchase intention toward organic rice through e-commerce. This indicates that more positive consumer attitudes, higher perceived behavioral control, stronger environmental concern, and greater health consciousness increase consumers' tendency to repurchase organic rice online. Meanwhile, subjective norms have a positive but insignificant effect on repurchase intention, suggesting that social influence from family, friends, or public figures does not strongly determine consumers' repurchase decisions. Therefore, consumers' repurchase intention toward organic rice through e-commerce is shaped more by internal evaluations and personal considerations than by external social pressure.

ETHICAL STATEMENT AND DISCLOSURE

This study was conducted in accordance with established ethical principles, including informed consent, protection of informants' confidentiality, and respect for local cultural values. Special consideration was given to participants from vulnerable groups to ensure their safety, comfort, and equal rights to participate. No external funding was received, and the authors declare no conflict of interest. All data and information presented were collected through valid research methods and have been verified to ensure their accuracy and reliability. The use of artificial intelligence (AI) was limited to technical assistance for writing and language editing, without influencing the scientific substance of the work. The authors express their gratitude to the informants for their valuable insights, and to the anonymous reviewers for their constructive feedback on an earlier version of this manuscript. The authors take full responsibility for the content and conclusions of this article.

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