

# **MOTIVE AND BARRIER OF ORGANIC FOOD CONSUMPTION AMONG GENERATION Z: A COMPARATIVE STUDY BETWEEN INDONESIA-MALAYSIA**

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## **ABSTRAK**

The research aims to identify and compare motive factors and barriers to the consumption behavior of organic Z consumer consumption in Indonesia and Malaysia. This type of research is a survey. Empirical field observations preceded this research, also added to environmental data. The population in this study is the generation Z consumer group involved in the consumption of organic products in two countries, namely Indonesia and Malaysia. The sampling technique uses purposive sampling technique. The study uses primary data, that is the response given by research subjects related to environmentally friendly consumption behavioural factors. This survey uses a questionnaire as a data collection technique. Data in this study will be analyzed using factor analysis techniques and ANOVA. Based on data analysis and discussion, it can be concluded that the factors that become the motive for the consumption of organic food consist of health, safety, natural, environmental balance and subjective norms factors. In contrast, the factors of consumption constraints consist of availability of sellers, price, information of authenticity, income and knowledge. Based on the testing of factors in the two consumer groups, it is known that there are significant differences in the motives factor between Indonesian and Malaysian respondents. Likewise, there is a significant difference in the barriers factor between Indonesian and Malaysian respondents as a whole, except for the information of the authenticity factor and the price factor.

*Kata kunci:* Consumption Behavior, Organic Food