THE EFFECT OF HEALTH VALUE, SAFETY VALUE, AND ENVIRONMENTAL VALUE ON INTENTION TO PURCHASE ORGANIC PRODUCT: EMPIRICAL STUDY OF THE BODY SHOP COSMETICS

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Article Info	Abstract
Article History Received: 22 October 2021 Accepted: 03 November 2021 Published: 31 December 2021	*This study aims to analyze the effect of health value, safety value, and environmental value on intention to purchase organic products (empirical study on the body shop cosmetics). The population of this research was the people of Surakarta knowing about the body shop products, and the research sample was 106 respondents. The type of data used in this study was primary data. Methods of collecting data applied a questionnaire. The analytical tool used to test the hypothesis used SmartPLS 3.0. The results show that the health value had no significant effect on the intention to buy organic products, while the safety and environmental values had a significant effect on the intention to buy organic products.*

INTRODUCTION

Along with the development of the era of cosmetic products issued more and more, some are made of chemicals and some are from organic materials. Organic products or commonly referred to as green products mean products processed by minimizing eco-friendly products and reducing the use of natural resources during the production process (Santoso & Fitriani, 2016). Therefore, cosmetics with organic base ingredients will be safer to use for the body and minimize environmental pollution

By using green products, it will increase the health value and safety value of the cosmetic product. By paying attention to the health value, the product can reduce the aging process and maintain health, so it becomes one of the factors that encourage the consumption of these products (Ghazali et al., 2017). Meanwhile, the notion of safety value, according to Ghazali *et al.*, (2017) is the value perceived by consumers themselves that the product is harmless from synthetic chemical residues. This health and safety value can be seen from the product which has a BPOM (National Food and Drug Agency) certificate on the packaging and is *halal* certified on a cosmetic product.

In addition to containing the health and safety values, cosmetics with green product base ingredients also include environmental values (Jaini et al., 2020). According to Ghazali *et al.*, (2017) environmental value is a value possessing the potential to have a negative impact on chemicals in the environment, both after using the waste system and releasing it into the environment from the production site. Therefore, green products cosmetics which in fact are made from natural ingredients will not damage the environment.

One of the cosmetic products containing the above values is The Body Shop. The Body Shop is an eco-friendly product which is the process is carried out without harming the environment. Other advantages of this product is having a concept for every purchase when it runs out, the bottle can be returned to The Body Shop store for recycling and this product is against animal testing.

In addition to The Body Shop, cosmetic products made from organic ingredients include Sariayu Organic Solutions, Sensatia Botanicals, The Bath Box, Garnier, L'Occitane, etc. Therefore, there is a lot of competition about the existence of other organic cosmetics. Thus, it is necessary to examine the intention to purchase organic products. Understanding intention of purchasing, according to Eles & Sihombing, (2016) is people who are important to consumers or people around consumers can influence consumers in purchasing a product.

LITERATURE REVIEW

Health Value

Health value is a value that can reduce the aging process and maintain health, so it becomes one of the factors encouraging such consumption (Ghazali et al., 2017). Health awareness is a person's concept of doing something for his health (Kaynak & Ekşi, 2014). To care the skin health, it is necessary to take care made from natural or organic ingredients. Harmful materials in cosmetics are dangerous for health (Pangaribuan, 2017)

Safety Value

Safety value according to Ghazali *et al.*, (2017) is the value perceived by consumers themselves that the product is harmless from synthetic chemical residues. In cosmetics, the value of health and safety is almost the same as that of BPOM or halal products, so they are no longer afraid of the harmful chemicals to the skin and the use of long-term products.

Environmental Value

According to Ghazali et al. (2017) environmental value is a value with the potential to have a negative impact on chemicals in the environment, both after using the waste system and releasing it into the environment from the production site. The environmental value in the body shop is that the products are made from natural ingredients, the empty bottles can be returned to the shop, do not use animal testing. According to Manongko 2011 (in Rini et al., 2017), it reveals that there are several characteristics of green products:

    a. The product does not contain toxic

    b. The products are more durable

    c. The product uses raw materials from recycled materials.

    d. The product does not use materials that damage the environment.

    e. It does not involve product testing on animals.

    f. Eco-friendly product as long as its use

    g. Using simple packaging and providing refill products.

    h. No harm to humans and animals.

    i. It does not consume energy and natural resources during the process, use and sale.

    j. It does not spend unused waste due to the use.

The basic cause of the environment is the current environmental ethics based on a value system that places humans as not part of nature but humans as conquerors and regulators of nature (Paramita & Yasa, 2015).

Intention to purchase organic product

Understanding intentions purchasing, according to Eles & Sihombing, (2016) is people who are important to consumers or people around consumers can influence consumers in purchasing a product. According to (Kotler & Keller, 2008, 2012), there are five stages in the product purchase decision process:

    a. Problem recognition means that the buying process begins when the buyer recognizes a problem or need. Marketers need to identify the circumstances that trigger a particular need, by gathering information from a number of consumers. so they can develop strategies that trigger consumer interest.

b. Information search, means the main sources of information that are the reference for consumers and the relative influence of each source on subsequent purchasing decisions. Sources of consumer information are classified into four groups; personal sources, commercial sources, public sources, and experience sources.

c. Alternative evaluation, meaning that after searching for as much information as possible about many things, consumers must then make an assessment of several existing alternatives and determine their next steps. Consumers will give great attention to the attributes they are looking for.

d. Purchasing decision, meaning that it is time for the buyer to make a decision whether to buy or not. Decisions related to the type of product, product form, brand, seller, quality, and so on.

e. Post-purchase behavior, meaning that after buying a product, consumers will experience some level of satisfaction or dissatisfaction. There is a possibility that the buyer is not satisfied after making a purchase, because the price of the item may be considered too expensive or it may not be as desired.

The body shop cosmetics

The Body Shop Company always emphasizes its participation in all issues that exist around the world. This is proven by their slogans or main values: fighting against animal testing, supporting community fair trade, activating self-esteem, defending human rights, and protecting our planet. The Body Shop Company has proven to be able to work well by getting various awards. The Body Shop has been around since 1992 and until now, there are more than 80 outlets spread across the islands of Sumatra, Java, Bali, Kalimantan, and Sulawesi. The number of Indonesian consumers who buy and use The Body Shop's products has brought growth and development to The Body Shop in Indonesia. The Body Shop Company applies eco-friendly manufacturing processes and materials (Hartanto et al., 2021).

HYPOTHESIS

Effect of health value on intention to buy organic product

In the research of Ghazali et al. (2017) it reveals that hedonic values, health values, safety values, environmental values have a significant positive effect on consumer attitudes towards the reflection of buying organic personal care products (Prado & Moraes, 2020). Thus, the health value has an effect on buying interest which means the health value applied in organic products. If the organic product is not harmful to the skin, the buyer will plan to buy the product. The research variable is the consumer's profit value in the form of: health value, safety value, social value,

hedonic value, environmental value. The variable is product knowledge, while the variables of the theory of planned behavior are: attitudes towards certain behaviors, subjective norms, perceived behavioral control. The results of his research such as hedonic values, health values, safety values and environmental values have a significant positive influence on consumer attitudes towards reflection. To buy organic personal care products. The object of his research is organic personal care products. The analysis tool uses SmartPLS 3.0

H1: Health value has positive effect on intention to purchase organic product.

The Effect of safety value on intention to purchase organic product

Based on the research of Ghazali et al. (2017), it reveals that hedonic values, health values, safety values, environmental values have a significant positive effect on consumer attitudes towards the reflection of buying organic personal care products. So, the safety value has an effect on buying interest which is very necessary to make purchase intentions on organic products. If consumers believe in organic products that are safe for the skin and have no side effects, they will plan to buy these products. The researchers are Santoso and Fitriyani (2016). The independent variables are green packaging and green products, green advertising, while the dependent variable is buying interest and consumer perceptions. The results indicate that green packaging, green product and green advertising have a significant positive effect on consumer perceptions. Green product and perception have a significant positive effect on buying interest, but there is no sufficient evidence for green packaging and green advertising to influence buying interest. The analysis tool applied multivariate analysis of GSCA (Generalized Structured Component Analysis).

H2: Safety value has a positive effect on intention to purchase organic products.

The influence of environmental value on the intention to purchase organic products

Ghazali et al. (2017), in his research, claims that hedonic values, health values, safety values, environmental values have a significant positive effect on consumer attitudes towards the reflection of buying organic personal care products. So, environmental values affect buying interest which is also applied to organic products. For example, cosmetic products with organic ingredients, not tested on animals, and reducing the use of natural resources, consumers will buy these products.

H3: Environmental value has a positive effect on intention to purchase organic products.

METHOD

Population, sample and sampling technique

This type of research was conducted by using causal quantitative data research. According to Sugiyono (2016:37) causal research is a causal relationship. So, there are variables encompassing

the independent variable (influence) and the dependent variable (influenced). According to (Ferdinand, 2014) population is the total number that includes all members studied. Meanwhile, the sample is defined as a part drawn from the population. The population in this study was so large that the researcher determined the number of samples. According to (Hair et al., 2010), the recommended sample ratio in observation is 15:1 or 20:1. Therefore, there were 15 or 20 respondents for each variable. The minimum number of samples for the maximum likelihood estimation technique was 100 to 150. Sampling in this study applied a non-probability sampling technique. It is to provide an opportunity for a certain population member to make a sample. The type of sampling was a non-probability sampling technique; purposive sampling, which is a non-probability sample collection method based on certain criteria according to the needs of researchers (Sugiyono, 2014). Researchers set criteria for respondents: respondents were those knowing about the body shop's products and not making a purchase but intending to make a purchase

Data and Source of Data

The data in this study used primary data collected by an organization or individual directly from the subject. Data were collected by distributing them to respondents.

Method of Collecting Data

The data collection method in this study used a questionnaire in a survey. The questionnaire in the survey was the content of structured questions made by the researcher used to measure each variable according to its purpose. The questionnaire in this study used a closed questionnaire; a method that already has a choice of answers will be chosen by the respondent.

Method of Data Analysis

Data analysis in this study applied Smart PLS or Smart Partial Least Square. The software used to support data analysis in this study: this study employed the Partial Least Square (PLS) analysis method. According to Ghozali (2014) Partial Least Square (PLS) is a powerful analytical method and is often referred to as soft modelling because it eliminates the assumptions of OLS (Ordinary Least Square) regression, such as the data must be normally distributed multivariately and there is no multicollinearity problem between exogenous variables. The purpose of PLS is to help research to get the value of latent variables for prediction purposes.

RESEARCH RESULTS

Description of Research Data

This research aims to describe the results of research on the effect of health value, safety value and environmental value on the intention to purchase organic products in cosmetic products

of the Body Shop brand. The data used primary data from questionnaires distributed to research respondents; people who know and who have not purchased The Body Shop products. Respondents in this study were 112 respondents who are consumers of cosmetic products of the Body Shop brand. The determination of respondents was based on a sampling technique using the purposive sampling method; a non-probability sample collection method based on certain criteria according to the needs of researchers. Based on the results of research that has been carried out on consumers who know and who have not purchased cosmetic products from The Body Shop brand through questionnaires, an overview of the characteristics of the respondents is obtained, as follows:

Characteristics of Respondents Based on Gender

Based on the respondents' answers to the questionnaire collected from 112 respondents, data on the identity of respondents based on gender was obtained shown in the following table:

Table 1. Characteristics of Respondents Based on Gender

Gender	Frequency	Percentage
Male	39	34,82%
Female	73	65,18%
Total	112	100%

Source: Primary Data is processed, 2021

Based on the study results, it can be seen that the respondents based on gender consist of 39 male respondents (34.82%) and 73 female respondents (65.18%). Thus, it can be concluded that the respondents of this study were dominated by female respondents.

Characteristics of Respondents Based on Age

Based on the respondents' answers to the questionnaire collected from 112 respondents, the identity data of respondents based on age is shown in the following table:

Table 2. Characteristics of Respondents Based on Age

Age	Frequency	Percentage
< 20 years	10	8,93%
21-25 years	94	83,93%
26-30 years	4	3,57%
> 31 years	4	3,57%
Total	112	100%

Source: Primary Data is processed, 2021

Based on the study results of the respondents based on age, 10 respondents are less than 20 years old (8.93%), 94 respondents are 21-25 years old (83.93%), 4 respondents are 26-30 years old (3.57%), and at the age of more than 31 years there are 4 people (3.57%). Thus, the composition of respondents in this study on average is mostly respondents aged 21-25 years.

Characteristics of Respondents Based on Latest Education

Based on the respondents' answers to the questionnaire collected from 112 respondents, it is found that the identity data of respondents based on their latest education is shown in the following table:

Table 3. Characteristics of Respondents Based on Latest Education

Latest Education	Frequency	Percentage
High School/Equivalent	71	63,39%
Diploma	9	8,04%
Bachelor Degree	28	25%
Others	4	3,57%
Total	112	100 %

Source: Primary Data is processed, 2021

Based on table 3 above, it shows that respondents with the latest education in High School/Equivalent are 71 respondents (63.39%), education Diploma are 9 respondents (8.04%), Bachelor degree are 28 respondents (25%) and Middle School are 4 respondents (3.57%). Thus, the composition of respondents in this study was dominated by respondents with the last education in High School/Equivalent.

Characteristics of Respondents Based on Job

Based on the respondents' answers to the questionnaire collected from 112 respondents, it reveals that the respondent's identity data based on occupation is shown in the following table:

Table 4. Characteristics of Respondents Based on Job

Job	Frequency	Percentage
Students	69	61,61%
Private Employees	26	23,21%
Entrepreneurs	8	7,14%
Others	9	8,04%
Total	112	100 %

Source: Primary Data is processed, 2021, attachment 3

Based on table 4 above, it shows that respondents as students are 69 respondents (61.61%), private employees are 26 respondents (23.21%), entrepreneurs are 8 respondents (7.14%) and those having the other latest education include fresh graduates and currently looking for work as many as 9 respondents (8.04%). Thus, the composition of the respondents in this study is dominated by respondents as students.

Characteristics of Respondents Based on Product Knowledge

Based on the respondents' answers to the questionnaire collected from 112 respondents, it reveals that the respondent's identity data based on product knowledge is shown in table 5 below:

Table 5. Characteristics of Respondents Based on Product Knowledge

Product Knowledge	Frequency	Percentage
Yes	106	94,64%
No	6	5,36%
Total	112	100 %

Source: Primary Data is processed, 2021

Based on the table above, it indicates that respondents knowing about The Body Shop brand products by answering 'yes' are 106 respondents (94.64%) and those answering 'no' are 6 respondents (5.36%). Thus, the composition of respondents in this study is dominated by respondents who already know about The Body Shop brand products.

Characteristics of Respondents Based on Product Information

Based on the respondents' answers to the questionnaire collected from 112 respondents, it reveals that the respondent's identity data based on product information is shown in the following table:

Table 6. Characteristics of Respondents Based on Product Information

Product Information	Frequency	Percentage
Advertisement or promotion	63	56,25%
Friends	49	43,75%
Total	112	100 %

Source: Primary Data is processed, 2021

Based on the table above, it shows that respondents knowing about The Body Shop brand products by answering from advertisements or promotions are 63 respondents (56.25%) and those recognizing it from friends are 49 respondents (43.75%). Thus, the composition of respondents in this study is dominated by respondents recognizing about The Body Shop brand products from advertisements or promotions.

Characteristics of Respondents Based on Product Characteristics

Based on the respondents' answers to the questionnaire collected from 112 respondents, it reveals that the identity data of the respondents based on the characteristics are shown in the following table:

Table 7. Characteristics of Respondents Based on Product Characteristics

Product Characteristics	Frequency	Percentage
Organic Product/Eco-friendly Product	62	55,36%
Description of Product	27	24,11%
Others	23	20,54%
Total	112	100 %

Source: Primary Data is processed, 2021

Based on the table above, it indicates that respondents knowing the characteristics of The Body Shop brand products by answering organic/eco-friendly products are 62 respondents (55.36%), product descriptions are 27 respondents (24.11%), while those answering others are 23 respondents (20.54%). Thus, the composition of respondents in this study is dominated by respondents knowing that The Body Shop brand products are organic/eco-friendly products.
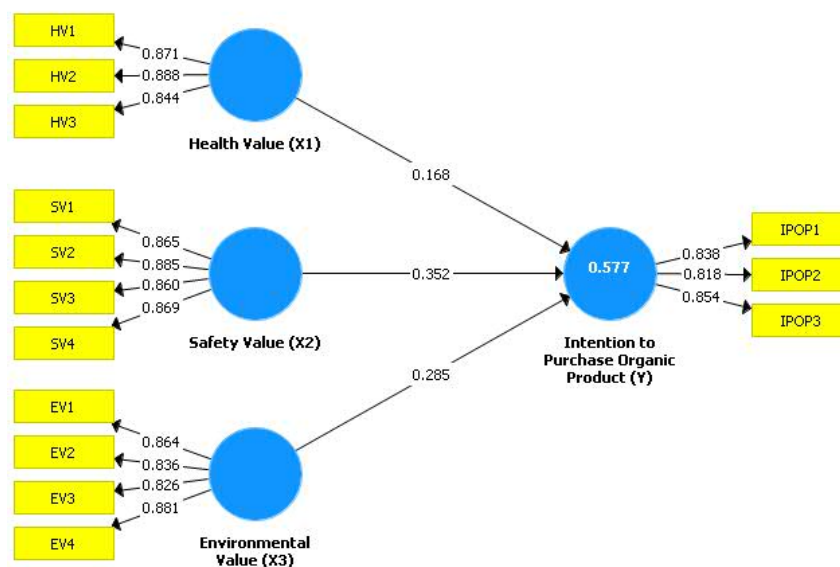
DATA ANALYSIS RESULTS

Evaluation of the Measurement Model (Outer Model)

To find out the results of the validity and reliability test, the measurement model was tested. In this study, the validity test was carried out to determine whether the construct had made the requirements to be continued as research or not.

Convergent Validity

Convergent Validity is implemented by looking at reliability item (validity indicator) indicated by the loading factor value of the correlation between item/indicator scores and construct scores. The loading factor describes how much the indicators relate to each construct. In this study, the limit of loading factor used is between 0.6 – 0.7. The following is the results of the outer model test to show the outer loading value using the SmartPLS analysis tool.

Figure 1. Result of Outer Model Test

Source: Primary Data is processed, 2021

Based on the analysis results shown in Figure 1, it indicates that there are 14 of the total variables have a value greater than 0.7. To be able to see more clearly the value of loading factor based on outer loadings, construct data of all latent variables are presented in Table 8 below:

Table 8. Outer Loadings Value

	Health Value (X1)	Safety Value (X2)	Environmental Value (X3)	Intention to Purchase Organic Product (Y)
EV1			0.864	
EV2			0.836	
EV3			0.826	
EV4			0.881	
HV1	0.871			
HV2	0.888			
HV3	0.844			
IPOP1				0.838
IPOP2				0.818
IPOP3				0.854
SV1		0.865		
SV2		0.885		
SV3		0.860		
SV4		0.869		

Source: Primary Data is processed, 2021 (attachment 4)

The cross loading value in Table 8 reveals that the score for each construct indicator has made the required convergent validity, which is more than 0.70. Based on the loading value, the construct has met convergent validity. Thus, the indicators used are sufficient to describe each construct or variable to be measured. In conclusion, constructs for all variables can be used to test the hypothesis.

Discriminant Validity

Discriminant validity can be observed in the cross loading. Another way to assess discriminant validity is to compare the Square Root of Average Variance Extracted for each construct with the correlation between the construct and other constructs in the model. The Sqrt AVE value can be seen from the Fornell-Larcker Criterion output. The model has sufficient discriminant validity if the AVE root for each construct is greater than the correlation between the constructs and other constructs. The following is the results of discriminant validity testing shown in the table below:

Table 9. AVE Value and AVE Root

Construct	AVE	Sqrt AVE
Health Value (X1)	0.754	0.868
Safety Value (X2)	0.757	0.870
Environmental Value (X3)	0.726	0.852
Intention to Purchase Organic Product (Y)	0.700	0.837

Source: Primary Data is processed, 2021 (attachment 4)

Based on Table 9 above, it can be seen that all constructs indicate that the AVE square root value is greater than the correlation with other constructs and this means that all constructs in the estimated model meet the discriminant validity criteria.

Composite Reliability

The method for assessing reliability can be determined with a composite reliability value greater than 0.7. In addition, construct reliability can also be seen from the results of the Cronbachs Alpha test. The following is the value of composite reliability and Cronbachs alpha:

Table 10 Composite Reliability

Construct	Cronbach's Alpha	*Composite Reliability*
Health Value (X1)	0.875	0.914
Safety Value (X2)	0.836	0.902
Environmental Value (X3)	0.787	0.875
Intention to Purchase Organic Product (Y)	0.893	0.926

Source: Primary Data is processed, 2021 (attachment 4)

Based on Table 10, it reveals that the composite reliability value for all variable constructs is greater than 0.70 indicating that all variable constructs in the model have high reliability. Therefore, it can be concluded that the tested variables are valid and reliable, so it can be continued to test the structural model.

Evaluation of the Structural Model (Inner Model)

Coefficient Determination (R^2)

Evaluation of the structural model or inner model aims to predict the correlation among latent variables. The structural model is evaluated by looking at the percentage of variance explained by looking at the R-Square value for endogenous latent constructs.

Table 11. Coefficient Determination

	R Square	R Square Adjusted
Intention to Purchase Organic Product (Y)	0.577	0.565

Source: Primary Data is processed, 2021

Based on the results in Table 11, it reveals that the value of intention to purchase organic products is 0.577. This value means that the variables of health value, safety value and environmental value affect the variable intention to purchase organic product by 57.7% which value is included in the medium category, while the rest is influenced by other variables outside the variables in this study.

Goodness of Fit

Q Square predictive relevance for structural models, measures how well the observed values generated by the model and also the estimated parameters. The following for testing the inner model can be done by looking at the Q-square value (predictive relevance), the Q-square value has the same meaning as the coefficient determination.

Table 12. Q Square Predictive Relevance

	SSO	**SSE**	**Q** *Square*
Intention to Purchase Organic Product (Y)	0.669	0.571	0.853

Source: Primary Data is processed, 2021 (attachment 5)

The results in Table 12 show that the value of Q square is more than 0 (zero), which is 0.853. So, it can be concluded that the model has a good predictive relevance value.

Test of Effect Size (f^2)

The test was carried out to determine the change in the value of R^2 on the endogenous construct. Changes in the R^2 value indicate whether the exogenous construct has a substantive effect on the endogenous construct.

Table 13 Effect Size (f^2)

	Intention to Purchase Organic Product **(Y)**
Health Value (X1)	0.016
Safety Value (X2)	0.053
Environmental Value (X3)	0.060

Source: Primary Data is processed, 2021 (attachment 5)

Based on the results in Table 13, it indicates that the Effect Size (f^2) in the Health Value construct has a value of 0.016 included in the category having a strong enough influence on the structural level, then the Safety Value construct has a value of 0.053 and the Environmental Value has a value of 0.060 included in categories having a strong influence on the structural level.

Test of Hypothesis

The research hypothesis can be answered by testing the significance of the influence between constructs, by investigating the t-statistics value. The t-statistics test was used for hypothesis testing as carried out through the bootstrapping procedure in the SmartPLS program. In the bootstrapping method in this study, the hypothesis is accepted if the significance value of t-values is greater than 1.988 and or the p-values are less than 0.05, then Ha is accepted and Ho is

rejected and vice versa. Hypothesis testing is done by looking at the t-statistics in the following table:

Table 14. Test of Hypothesis

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Health Value (X1) -> Intention to Purchase Organic Product (Y)	0.168	0.165	0.142	1.182	0.238
Safety Value (X2) -> Intention to Purchase Organic Product (Y)	0.352	0.362	0.157	2.244	0.025
Environmental Value (X3) -> Intention to Purchase Organic Product (Y)	0.285	0.280	0.125	2.280	0.023

Source: Primary Data is processed, 2021

Based on the results in Table 14, determining whether the hypothesis is accepted or rejected is explained as follows.

1. **The effect of health value on intention to purchase organic product**

   The results of the first hypothesis test show that the relationship between the health value variable and the intention to purchase organic product has a path coefficient value of 0.168. This relationship also has a t-statistic value of 1.182 smaller than the t table value of 1.988. This means that the perception of health value does not have a significant positive effect on the intention to purchase organic products. Thus, it can be concluded that the first hypothesis is rejected.

2. **The effect of safety value on intention to purchase organic product**

   The results of the second hypothesis test show that the relationship between the safety value variable and the intention to purchase organic product has a path coefficient value of 0.352. This relationship also has a t-statistic value of 2.244 greater than the t-table value of 1.988. This means that the perception of safety value has a significant positive effect on the intention to purchase organic products. Thus, it can be concluded that the second hypothesis is accepted.

3. **The effect of environmental value on the intention to purchase organic products**

   The results of the third hypothesis test indicate that the relationship between the environmental value variable and the intention to purchase organic products has a path coefficient value of 0.285. This relationship also has a t-statistic value of 2.280 greater than the t-table value of 1.988. This means that the perception of safety value has a significant

positive effect on the intention to purchase organic products. Thus, it can be concluded that the third hypothesis is accepted.

DISCUSSION

Based on the results of statistical tests, it shows that the health value does not have a significant positive effect on the intention to purchase organic products. This is proven by the t statistic value of 1.182 smaller than the t table of 1.988. So, the first hypothesis in this study is rejected meaning that the higher the health value, the higher the intention to purchase organic products. Consumers who already understand, but have never felt the benefits of health value will tend to be sceptical. Producers/sellers of organic products are still limited to understanding and offering products on the health values applied in organic products. Consumers still doubt that organic products can be harmful or not, because after all the concept of organic products is still relatively new and very popular in the market.

The results of this study are not in line with the research of Ghazali, et al. (2017) revealing that hedonic values, health values, safety values, environmental values have a significant positive effect on consumer attitudes towards the reflection of buying organic personal care products. So, the health value has an effect on buying interest meaning that the health value applied to organic products. The effect of safety value on the intention to purchase organic products. Based on the results of statistical tests, it shows that the safety value has a significant positive effect on the intention to purchase organic products. This is proven by the t-statistical value of 2.244 greater than the t-table of 1.988. So, the second hypothesis in this study is accepted meaning that the higher the safety value, the higher the intention to purchase organic products. If consumers believe in organic products that are safe for the skin, have no side effects, they will plan to buy these products.

The results of this study are in line with the research of Ghazali et al. (2017) showing that hedonic values, health values, safety values, environmental values have a significant positive effect on consumer attitudes towards the reflection of buying organic personal care products. So, the value of security has an effect on buying interest which is very necessary to make purchase intentions on organic products. The influence of environmental value on the intention to purchase organic products. Based on the results of statistical tests, it shows that environmental value has a significant positive effect on the intention to purchase organic products. This is proven by the t-statistical value of 2.280 greater than the t-table of 1.988. Thus, the third hypothesis in this study is accepted meaning that the higher the environmental value, the higher the intention to purchase organic products. Consumers who have an understanding on the environmental value of these

eco-friendly products will certainly encourage consumers to purchase green products in the future by considering their buying behaviour related to the influence of environmental values used in the products they are going to buy. Products with environmental value are products made to anticipate sustainable environmental damage, as a form of innovation, even though it takes a long time to socialize the benefits and be adopted by the wider community.

The results of this study are in line with the research of Ghazali et al. (2017) showing that hedonic values, health values, safety values, environmental values have a significant positive effect on consumer attitudes towards the reflection of buying organic personal care products. So, environmental values affect buying interest which is also applied to organic products.

CONCLUSION AND SUGGESTION

Based on the results of the analysis and discussion discussed in the previous chapter, the results of this study can be concluded as follows:

1. The first hypothesis stating that health value affects the intention to purchase organic products is rejected. This is indicated by the t-statistical value of 1.182 smaller than the t-table of 1.988.

2. The second hypothesis showing that the safety value affects the intention to purchase organic products is accepted. This is indicated by the t-statistical value of 2.244 greater than the t-table of 1.988.

3. The third hypothesis revealing that environmental value affects the intention to purchase organic products is accepted. This is indicated by the t-statistical value of 2.280 greater than the t-table of 1.988.

Based on the limitations in this study, it can be put forward some suggestions that can be considered for further research, as follows:

1. The sample (respondents) in this study is very limited due to the scope of a single object, so it cannot be generalized to a wider population other than the consumers of The Body Shop in Solo. Future research is expected to be able to use objects and samples more broadly in order to obtain better research results, which can be generalized more widely.

2. In further research, there should be an approach and understanding of the respondents in filling out the questionnaire so that the results obtained from the respondents' answers are relevant.

An approach with direct observation into the object/location of the research is required and supplemented with interviews or oral questions to the respondents to strengthen the research

results, because research instruments are vulnerable to respondents' perceptions that do not describe the actual situation in each of them.

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