

# The Effect of SNI 6729: 2016 on Organic Vegetables Purchase Intention and Purchase Behavior

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**Abstract:** The increasing demand for organic vegetables can be an opportunity for PT. Rumah Roti Indonesia to expand its market beyond the PT Rumah Roti Indonesia scope. Organic certification is one way to expand the market. This study aims to analyze the effect of SNI 6729:2016 certification on purchase intention and purchase behavior of organic vegetables in Indonesia so that PT Rumah Roti can make the right decision, mainly using the theory of planned behavior model. Additionally, the collected data was processed using PLS-SEM. The results show that the variables perceived behavioral control, subjective norms, and perceived quality significantly affect purchase intention in organic vegetables. Furthermore, awareness has a significant effect on moderating the relationship between purchase intention and purchase behavior. In addition, it was found that purchase intention significantly affects purchase behavior. These results indicate an influence of SNI 6729:2016 on purchase intention and purchase behavior of organic vegetables.

**Keywords:** Organic certification, theory of planned behavior, purchase intention, purchase behavior.

## Introduction

Since March 11, 2020, the World Health Organization (WHO) has declared the Corona-19 virus (Covid-19) a pandemic. Indonesia became one of the countries affected by the virus outbreak and felt the impact [1]. This pandemic has also made people aware of the importance of a healthy lifestyle. A healthy lifestyle includes eating healthy foods and exercising [2]. Organic agriculture is becoming more widely known, along with increasing public knowledge of healthy lifestyles [3]. Among organic products, vegetables are the most widely consumed organic products by the community [4]. If the demand for vegetables in the market decreases, it differs from the demand for organic vegetables. During the pandemic, organic vegetable sales in Indonesia increased by up to 50% [1]. Organic farming is inseparable from economic, environmental, and social aspects. Organic farming is not limited to eliminating the use of synthetic materials but also sustainably using natural resources, producing healthy and energy-efficient food [5].

Certification is one of the essential attributes of organic food products. The primary purpose of organic food certification is to guarantee quality and promote the safe trade of products in the market [6]. Indonesia has set a standard for organic farming systems, namely the Standar Nasional Indonesia (SNI) 6729:2016. SNI 6729:2016 is included in the list of mandatory SNI [7].

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However, the importance of organic certification is not accompanied by an increase in certified organic producers [8]. The high number of uncertified organic farmers is caused by the organic certification process, which is considered expensive and complicated [9].

PT Rumah Roti Indonesia is a company that produces organic vegetables. PT Rumah Roti Indonesia consumers come from various regions, but most of them come from South Tangerang City. PT Rumah Roti Indonesia still needs to carry out the certification process. So far, there have only been organic claims from PT Rumah Roti Indonesia. Although the certification process has yet to be carried out, PT Rumah Roti Indonesia's organic vegetable sales are going well. Based on interviews with several consumers from PT Rumah Roti Indonesia, consumers put their trust in PT Rumah Roti Indonesia. So that consumers still want to buy organic vegetables produced by PT Rumah Roti Indonesia even though they still need to be certified.

The increasing demand for organic vegetables can be an opportunity for PT Rumah Roti Indonesia to expand its market beyond the scope of PT Rumah Roti Indonesia. Organic certification is one way to expand the market. Certification is a factor that influences consumer purchases because it conveys product quality and credibility [6]. Certification affects the interest in buying organic vegetables [10]. Purchase intention can be explained as consumers' possibility of buying certain products [11]. The stronger one's interest, the more likely one is to perform a behavior [12]. Interest can be a reliable predictor of behavior [13]. Behavior is a function of interest in performing

certain behaviors [14]. However, the costs incurred to carry out the organic certification process are not small, so careful consideration is needed so that the decisions taken by PT Rumah Roti Indonesia regarding organic certification will be in accordance with market desires. Based on this description, a study is needed to analyze the effect of SNI 6729: 2016 certification on purchase intention and purchase behavior of organic vegetables in Indonesia so that PT Rumah Roti can make the right decision.

Previously, some studies discussed and found the effect of certification on consumer buying interest. First, Sahir *et al.* [12] discuss the effect of halal certification on consumer buying interest in their daily needs in Tangerang. The study used the Theory of Planned Behavior (TPB) model. Wang *et al.* [15] also use the TPB model in their research. However, in that study, Wang *et al.* [15] examined the effect of safety certification on buying interest in pork in China. The theory of Planned Behavior (TPB) assumes that humans are rational beings and use structured information. TPB is a theory used to predict the occurrence of intentional or planned behavior. Before deciding to take action, a person will think about the consequences of his actions. Based on this theory, the most critical determinant of a person's behavior is the interest to behave [16].

This study analyzes the effect of SNI 6729:2016 certification on buying interest and buying behavior of organic vegetables, which is an elaboration of the research model of Sahir *et al.* [12] and Wang *et al.* [15]. Sahir *et al.* [12] and Wang *et al.* [15] are used as a reference in this study because although the two studies examine different objects, both examine the effect of certification on purchase intention. There are differences in several variables in the two studies, namely perceived quality, purchase behavior, and awareness variables.

Although multiple additional constructs have been incorporated into the theory, a research gap about the role of perceived quality needs to be addressed. Perceived quality, as its name suggests, is not necessarily equivalent to an object's real quality [15]. Purchase intention reflects consumer short-term behavior in the future. The higher the buying interest, the higher the buying behavior of a product. Therefore, purchase intention is the most appropriate predictor of consumer behavior [12]. The consumers' trust could further be improved through credible labeling information. The more information available in the market, the higher the consumers' knowledge of organic food will be, thus resulting in more positive consumer attitudes toward organic food [10]. Based on that explanation, this study needs to consider these three

variables to examine the effect of organic certification on interest in buying organic vegetables.

PLS-SEM is used in this research. The combination of model variables to analyze buying interest and buying behavior from the SNI 6729: 2016 certification can contribute to developing the TPB model, especially for organic vegetables in Indonesia. This research is expected to be a supporting document in providing recommendations for PT Rumah Roti Indonesia in certifying organic vegetables.

## Methods

### Model Construction

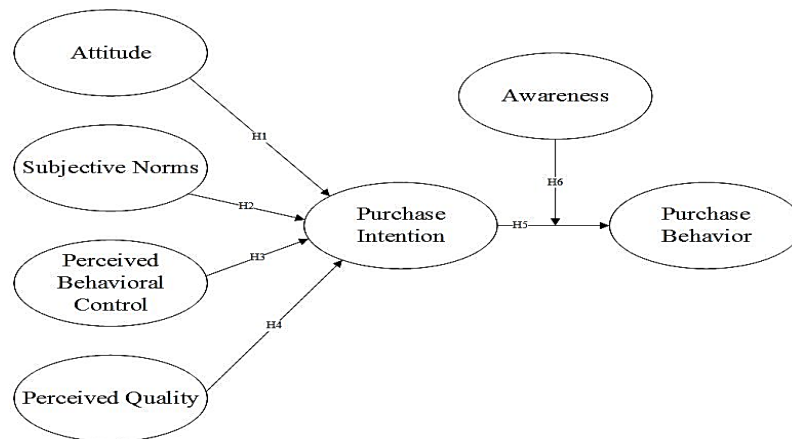
The Theory of Planned Behavior (TPB) is a theory that predicts intentional behavior because it can be considered and planned. According to this theory, the most critical determinant of a person's behavior is the intention of the behavior. Individual interest in expressing behavior is a combination of attitudes and subjective norms [16]. The concept model in this study refers to the research of Sahir *et al.* [12] and Wang *et al.* [15].

Sahir *et al.* [12] examine the effect of halal certification on consumer buying interest. Sahir *et al.* [12] used the Theory of Planned Behavior (TPB) model. In this study, there is an addition to the traditional TPB model. It is the awareness variable as a moderating variable. When people become aware that consuming certified products is essential for them, this will positively impact buying interest in the product.

Wang *et al.* [15] examine the effect of safety certification on pork in China on consumer buying interest. Wang *et al.* [15] also use the TPB model. However, in his research, the perceived quality variable was added. This is because, according to Wang *et al.* [15], there is a research gap on the role of perceived quality that is not resolved. However, Wang *et al.* [15] did not examine the effect of buying interest on buying behavior.

From the conceptual model used by Sahir *et al.* [12] and Wang *et al.* [15], it can be seen that there are differences in perceived quality, awareness, and buying behavior variables. Therefore, the concept of the model in this study is on Figure 1.

Attitude is an individual's positive or negative attitude towards a particular product, service, or behavior [15]. A consumer with a more positive attitude towards organic labels will have greater trust, especially for labels issued by the government. With consumers' positive attitudes towards organic food, the health



**Figure 1.** Research model

concerns of traditionally produced foods are at the forefront [10]. The better one's attitude towards a behavior, the stronger one's interest in performing the behavior [17]. Sahir *et al.* [12] and Wang *et al.* [15] found that attitudes affect a consumer's purchase intention. Based on the description above, the hypothesis of this research is:

H<sub>1</sub>: Attitude has a significant effect on certified organic vegetable purchase intention

Subjective norms are interpersonal or social pressures a person faces when deciding whether to adopt a particular course of action [30]. Individuals believe that specific individuals or groups will accept or not accept their actions. If someone believes in the norms that exist in the group, then someone will obey and perform a behavior consistent with the group. Subjective norms are determined not only by the presence of a reference but also by the intention to obey the group. Consumers' families, relatives, friends, and colleagues determine subjective norms. Subjective norms directly affect consumer buying intentions and behavior [14]. Sahir *et al.* [12] and Wang *et al.* [15] found that subjective norms significantly affect purchase intention. Based on the description above, the hypothesis of this research is:

H<sub>2</sub>: Subjective norms have a significant effect on certified organic vegetable purchase intention

Perceived behavioral control is the degree to which individuals perceive themselves capable of performing specific behaviors [15]. Perceived behavioral control has two dimensions: the level of control and the belief that a person is unable to perform the behavior. The individual's beliefs determine the strength of situational and internal factors that drive behavioral performance [17]. In theory, perceived behavioral control must occur before interest is formed. With the perceived difficulty and ease in buying organic food products, past experiences determine behavioral intentions and behavior [14]. Sahir *et al.* [12] prove that

perceived behavioral control significantly affects the intention to buy halal food. In addition, Wang *et al.* [15] also found that behavioral control significantly affects the intention to buy certified food. Based on the description above, the hypothesis of this research is :

H<sub>3</sub>: Perceived behavioral control has a significant effect on certified organic vegetable purchase intention

Perceived quality refers to the perceived quality of a product or service, with the potential to ultimately influence consumer purchasing decisions. Perceived quality serves as an antecedent to satisfaction and behavioral intentions and has the potential to lead to purchase decisions [15]. Perceived quality considerably impacts buying interest; perceived poor quality will result in low buying interest [18]. Organic certification has become essential for producers or retailers of organic food to prove product quality standards to consumers [19]. Perceived quality was found to affect consumer purchase intention in the research of Wang *et al.* [15]. Based on the description above, the hypothesis of this research is :

H<sub>4</sub>: Perceived quality has a significant effect on certified organic vegetable purchase intention

Purchase intention refers to the readiness and willingness of individuals to buy certain products or services [12]. Purchase intention positively influences the buying behavior of organic food products in Malaysia [20]. In India, it was also found that there was a significant effect of purchase intention on actual purchases [21]. Consumers perceive organic food as more environmentally friendly, safe, and having health benefits that lead to purchasing [20]. Based on the description above, the hypothesis of this research is:

H<sub>5</sub>: Purchase intention has a significant on the purchase behavior of certified organic vegetables

**Table 1.** Variables and indicators

Variables	Indicator	Source	Statement	Code
Attitude (AT) Sahir <i>et al.</i> [12]	Health	Wang <i>et al.</i> [15]	Consuming certified organic vegetables guarantees the health of me and my family	AT1
	Development		Purchasing certified organic vegetables ensures the sustainable development of the agricultural industry	AT2
	Environment		Purchasing certified organic vegetables guarantees environmental protection	AT3
	Wise		Purchasing certified organic vegetables is a wise decision	AT4
	Safe		The application of certification on organic vegetables can increase the safety of vegetables for consumption	AT5
	Confidence		The application of organic certification can increase confidence in the safety of organic vegetables consumed	AT6
	Support		I support the purchase of certified organic vegetables	AT7
Subjective norms (SN) Sahir <i>et al.</i> [12]	Family	Wang <i>et al.</i> [15]	Family, relatives and friends have a big influence on my decision to buy organic vegetables with organic certification labels	SN1
	Colleagues		My colleagues and boss have a big influence on my decision to buy organic vegetables with an organic certification label	SN2
	Sales		Sales promotions had a big influence on my decision to buy organic vegetables with organic certification labels	SN3
	Consumers		Other consumers have a big influence on my decision to buy organic vegetables with organic certification labels	SN4
	Publicity		Government promotions and campaigns have a big influence on my decision to buy organic vegetables with organic certification labels	SN5
	Media		Information from the media has a big influence on my decision to buy organic vegetables with organic certification labels	SN6
	Academics		The opinions of experts and academics have a big influence on my decision to buy organic vegetables with organic certification labels	SN7
Perceived behavior control (PBC) Sahir <i>et al.</i> [12]	Convenience	Wang <i>et al.</i> [15]	Buying organic vegetables with organic certification labels is easy	PBC1
	Distinguish		Characteristics of organic vegetables with organic certification labels are not difficult to identify	PBC2
	Cost		The cost of purchasing organic vegetables with organic certification labels does not increase significantly	PBC3
	Experienced		I am experienced enough to guarantee that the organic vegetables I buy are safe for consumption	PBC4
Perceived quality (PQ) Wang <i>et al.</i> [15]	Taste	Wang <i>et al.</i> [15]	Organic vegetables with organic certification have a better texture	PQ1
	Nutritional Value		Organic vegetables with organic certification have richer nutrients	PQ2
	Reliability		I buy organic vegetables for personal health	PQ3
Purchase intention (PI) Sahir <i>et al.</i> [12]	Try	Wang <i>et al.</i> [15]	Willing to try to buy organic vegetables with organic certification label	PI1
	Price		Willing to pay for organic vegetables with organic certification labels at high prices	PI2
	Range		Willing to pay for organic vegetables with organic certification labels with higher premiums	PI3
Awareness (A) Sahir <i>et al.</i> [12]	Information	Pradana <i>et al.</i> [24]	I am actively reading or looking for information related to halal products	A1
	Production		Organic vegetable production methods are also important in determining organic status	A2
	Meaning		I know and understand the meaning of 'organic'	A3
Purchase behavior (PB) Sahir <i>et al.</i> [12]	Higher Price	Demirtas [14]	I eat certified organic food at a high price	PB1
	Health Benefits		I try to eat certified organic food for health benefits	PB2
	Habit		I consume certified organic vegetables regularly	PB3
	Recommendation		I recommend certified organic vegetables that I consume to others	PB4

**Table 2.** Respondent profile

Gender	Percentage (%)	Income	Percentage (%)
Male	36.3	< Rp. 2.500.000	28.4%
Female	63.7	Rp. 2.600.000 – Rp. 5.000.000	17.6%
		Rp. 5.100.000 – Rp. 7.500.000	14.7%
		Rp. 7.600.000 – Rp. 10.000.000	8.8%
		> Rp. 10.000.000	30.4%
Age	Percentage (%)	Family size	Percentage (%)
< 30 years old	33.3	1 members	3.9
30-39 years old	15.7	2 members	8.8
40-49 years old	18.6	3 members	24.5
50-59 years old	29.4	4 members	43.1
> 60 years old	2.9	5 members	14.7
		> 5 members	4.9
Education level	Percentage (%)	Domicile	Percentage (%)
SMA	28.4	Sumatera Barat	2.0
D3	9.8	Sulawesi Utara	1.0
S1	52.0	Kalimantan Barat	1.0
S2	8.8	Kalimantan Timur	2.0
S3	1.0	Jawa Barat	43.1
		Jawa Tengah	15.7
		Jawa Timur	2.9
		DKI Jakarta	7.8
		D.I Yogyakarta	3.9
		Banten	20.6
Respondent Category	Percentage (%)		
People who are consumers of PT Rumah Roti Indonesia and have purchased certified organic vegetables (R1)	51.96		
People who had bought certified organic vegetables (R2)	48.04		

Awareness is knowledge or understanding of a certain subject or situation [17]. A certification label indicating that a product complies with standards has been verified [22]. Logos are essential in communicating the message behind organic food, such as the health benefits, quality, and taste [23]. The better consumer's recognition of organic certification, the more consumer intention to buy organic products [22]. In Sahir *et al.* [12], awareness of halal certification is a moderating variable. It was found that awareness has a significant effect on moderating consumer buying interest in halal products. Based on the description above, the hypothesis of this research is :

H6: Awareness moderates the significant effect of purchase intention on the purchase behavior of certified organic vegetables

After the model framework is formed, it is necessary to operationalize each variable and indicator, which will later be used as a questionnaire. Furthermore, the statement for the questionnaire is obtained in Table 1.

**Research Method**

In this study, a questionnaire was used to obtain data which would later be processed to determine the effect of certification on purchasing organic vegetables. The questionnaire that will be distributed contains statements made from the previously defined attributes of the questionnaire. The questionnaire scale used in this study is a Likert scale with 5 points. The selection of this 5-point scale was based on Revilla *et al.* [25], which states that a 5-point scale results in better quality data, which is consistent with previous findings. Therefore, a 5-point scale was used in this study. Furthermore, this study used a purposive random sampling method. This method targets individuals with specific characteristics [26]. In this research, there are two respondent categories. They are consumers of PT Rumah Roti Indonesia and have purchased certified organic vegetables (R1) and those who had bought certified organic vegetables (R2). Based on the research conditions and the described practical rules, the minimum sample size used in this study is ten times the number of the most formative

indicators in the construct [27], which is seven. Therefore, the minimum sample size required is 70 samples. However, based on the consideration of Hair *et al.* [27], the larger the number of samples, the more robust the model. This study had 102 respondents who met the respondent criteria.

### Results and Discussions

The summary of the questionnaire can be seen in Table 2. The recapitulation of the description of the research respondents consisting of gender, age, education level, income, family size, and domicile. Table 2 shows the respondent profile in this research.

#### Outer and Inner Model Evaluation

The first step in the PLS-SEM stage is the outer model evaluation. The outer model test has three criteria: convergent validity, discriminant validity, and composite reliability [12]. The convergent validity is tested using the outer loading and AVE (Average Variance Extracted) value. The outer loading value is shown in Table 3. However, in the first iteration, there are SN1, SN2, SN4, and SN7, which has outer loading value below 0,7. Then the four indicators must be deleted and proceed to the second iteration. After the second iteration, all indicators have an outer loading value above 0.7, and all variables already have an AVE value above 0.5 as shown in Table 4. Therefore, the convergent validity can be accepted. Next, the discriminant validity is tested by using the Fornell-Larcker value. Fornell-Larcker's value of each variable is more significant on their construct than on other constructs. Therefore, all variables pass the discriminant validity test. Finally, the reliability is tested using composite reliability (CR) value. All variables have composite reliability values above 0.70, which means the reliability can be accepted. The loading factors of all measured items are above 0.50. Based on the results, all research variables are valid, and the research instruments are reliable.

The next step is inner model evaluation. The evaluation is carried out by looking at the R-Square ( $R^2$ ) and  $Q^2$  Predictive Relevance criteria.  $R^2$  is used to measure the coefficient of determination on the endogenous construct. If the  $R^2$  value is high, the predicted model based on the research model will be better.  $Q^2$  helps assess the predictive relevance of the inner model.  $Q^2$  values greater than zero in certain endogenous variables indicate the predictive relevance of the path model [27]. Based on Table 6, the R-square of purchase intention means attitude, perceived behavioral control, subjective norms, and perceived quality explain 35,5% of the variance in purchase intention. The R-square of purchase beha

**Table 3.** Outer loading value

Indicator	Outer loading	Indicator	Outer loading
AT1	0.707	SN1	0.499
AT2	0.708	SN2	-0.193
AT3	0.746	SN3	0.736
AT4	0.740	SN4	0.641
AT5	0.834	SN5	0.753
AT6	0.843	SN6	0.760
AT7	0.771	SN7	0.614
PBC1	0.809	PQ1	0.838
PBC2	0.754	PQ2	0.912
PBC3	0.776	PQ3	0.787
PBC4	0.829		
PI1	0.796	A1	0.813
PI2	0.845	A2	0.807
PI3	0.858	A3	0.845
PB1	0.804		
PB2	0.798		
PB3	0.798		
PB4	0.709		

**Table 4.** Average variance extracted and composite reliability value

Variables	AVE	CR
AT	0.586	0.908
SN	0.670	0.774
PBC	0.628	0.871
PQ	0.718	0.884
PI	0.697	0.872
A	0.675	0.862
PB	0.606	0.860
PI*A	1.000	1.000

avior means purchase intention and awareness as a moderating variable explain 44.2% of the variance in purchase behavior.

#### Hypothesis Testing

Hypothesis testing can be done by looking at the p-value. If the p-value is less than 0.05 then the relationship between the variables is significant [28].

The results of the relationship between the attitude variable and buying interest are different from the research of Soebahar *et al.* [17], which states that attitudes have a significant effect on buying interest in halal-certified products. If Soebahar *et al.* [17] stated that the more positive a person's attitude towards eating would increase interest in buying a halal product, in this study, even though someone has a positive attitude towards certified organic vegetable, it would not increase interest in buying organic vegetables (see Table 7). Subjective norms also significantly influence the intention to buy certified organic vegetables. In this case, if purchasing certified organic vegetables is seen as a socially desirable behavior, then individuals are more likely to purchase certified organic vegetables. The results obtained in this relationship are supported by the research

**Table 5.** Fornell-Larcker value

	A	PBC	PI*A	PI	SN	PQ	PB	AT
A	0.822							
PBC	0.234	0.793						
PI*A	-0.201	-0.045	1.000					
PI	0.517	0.380	-0.214	0.835				
SN	0.395	0.110	0.040	0.338	0.819			
PQ	0.466	0.407	-0.182	0.529	0.304	0.847		
PB	0.489	0.459	0.034	0.602	0.279	0.437	0.778	
AT	0.467	0.467	-0.261	0.437	0.207	0.618	0.365	0.766

**Table 6.** R-Square and Q<sup>2</sup> Predictive Relevance value

Variables	R <sup>2</sup> -square	Q <sup>2</sup>
PI	0.355	0.191
PB	0.442	0.247

**Table 7.** Hypothesis testing

Hypothesis	Relationship	P-value	P-Value (R1)	P-Value (R2)
H1	AT → PI	0.335	0.137	0.935
H2	SN → PI	0.018	0.263	0.007
H3	PBC → PI	0.034	0.468	0.034
H4	PQ → PI	0.005	0.199	0.004
H5	PI → PB	0.000	0.007	0.033
H6	PI*A → PB	0.016	0.338	0.000

of Wang *et al.* [15], which found that subjective norms affected buying interest in certified products.

The results of the relationship between perceived behavioral control and interest in buying organic vegetables are supported by Bashir *et al.* [13] found a significant effect of perceived behavioral control on buying interest in certified products. Perceived behavioral control is caused by the many supporting factors of certified organic vegetables. So the more supporting factors a person has to buy certified products, the greater the interest in buying certified food products [17].

In testing the hypothesis that has been done previously, in this study, it was found that overall perceived quality significantly influences the interest in buying certified organic vegetables. The existence of a significant influence of perceived quality on buying interest indicates that consumers' perceived quality is sufficient to convince consumers. Consumers find a match between certified quality standards and the value or benefits associated with organic vegetables. Therefore, product quality must be improved because it positively impacts the credibility of organic certification to enable consumers to have a positive attitude toward product purchases [10].

After looking at the relationship between attitude, subjective norms perceived behavioral control, and perceived quality on purchase intention, the relationship between the variables seen next is the relationship between buying interest and buying behavior of

certified organic vegetables. Purchase intention significantly influences the buying behavior of certified organic vegetables. The higher a person's interest will increase the buying behavior toward certified organic vegetables. Consumers interested in buying will show a higher level of actual purchase [29].

In this research, awareness significantly moderated buying interest in the buying behavior of certified organic vegetables. In Putri and Rimadiaz [30], if someone has a better awareness of halal, it will increase their interest in buying halal products. Similarly, in this study, if someone has a better awareness of organic certification, it will increase their interest in buying certified organic vegetables.

The results of testing the hypothesis that there is an effect of SNI 6729:2016 certification on the interest in buying organic vegetables are different in the two types of respondents. In R1, there was no significant effect of SNI 6729:2016 certification on interest in buying organic vegetables. In R2, it was found that there was an effect of SNI 6729: 2016 certification on interest in buying organic vegetables. Similar to the results of the different hypotheses in the two categories of respondents, there were differences in demographic results. In respondents who are consumers of PT Rumah Roti Indonesia and have purchased certified organic vegetables (R1), SNI 6729: 2016 certification had no effect on the interest in buying organic vegetables. R1 is at most 50-59 years old, has the latest education level S1, and has an income above Rp. 10,000,000, the number of family members is four people, and comes from West Java.

Meanwhile, for respondents who have purchased organic vegetables but are not consumers of PT Rumah Roti Indonesia (R2), most are under 30 years old, have the latest education level S1, and have income below Rp 2,500,000, the number of family members is four people, and comes from West Java. Differences in demographics and the results of hypothesis testing on the two types of respondents need to be considered.

## Implication

PT Rumah Roti Indonesia needs to consider the results of this research because SNI 6729:2016 certification affects the interest in buying organic vegetables. Certification makes organic products more valuable and can affect the selling value of the product [8].

There are five stages in conducting the certification process: registration, document adequacy audit, offering certification fees, inspection by officers, and waiting for a decision to pass certification [31]. Lembaga Sertifikasi Produk Alsintan is one of the organic certification institutes. These are documents that the company needs to fulfill to get the certificate: Industrial business licenses, complete information related to products, illustrations of affixing Standar Nasional Indonesia (SNI), photocopy of ISO 9001:2015 certificate, and completeness of other documents, such as a list of production equipment and a list of product quality control from raw materials to final products. Organic products produced by PT Rumah Roti Indonesia will also be tested. Things that need to be considered can be found in the provisions of SNI 6729:2016. According to the PT SDS Indonesia decision letter, the costs that need to be prepared if they want to carry out certification are fixed costs and variable costs. Fixed costs include application, initial inspection, and supervision fees for three years. Meanwhile, the variable costs include the inspector's wages, transport and accommodation of the inspector, and the cost of laboratory tests.

The difference in the results of the hypothesis in the two categories of respondents also needs to be considered by PT Rumah Roti Indonesia. The process of grouping the market into one group with the same characteristics and needs is called segmentation. Therefore, applying different marketing strategies to the two types of respondents is necessary [32]. Fighting brand is a company's strategy to capture market share. In addition to releasing superior products that already exist in the market, it is also important for companies to fill the niche of business that is still empty, one of which is by introducing the fighting brand [33]. Therefore, PT Rumah Roti Indonesia can implement a fighting brand strategy to be able to develop the market and still be able to maintain consumers who are already loyal to PT Rumah Roti Indonesia.

In this survey, there are two types of respondents. Respondents type 1 is the PT. Rumah Roti Indonesia consumer. The respondent type 2 is a respondent who has purchased certified organic vegetables and is not a consumer of PT Rumah Roti Indonesia. For Respondent type 1, the price is not sensitive. However, for Respondent type 2 the price can be adjusted after PT. Rumah Roti Indonesia gets the certificate.

## Conclusion

This research found that SNI 6729:2016 has a significant effect on organic vegetable purchase intention and purchase intention on purchase behavior of certified organic vegetables. This result proves that organic certification is essential and can be a consideration for PT Rumah Roti Indonesia. Furthermore, the results showed a new target market for PT Rumah Roti Indonesia, which is the customer who has fond of organic vegetables but has yet to be PT. Rumah Roti Indonesian consumer. Detailed marketing strategies have yet to be included in this study. Therefore, finding a suitable marketing strategy will be the future research.

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