CONSUMPTION PATTERNS AND THE INFLUENCE OF PERSONALITY AND SELF-CONCEPT ON DECISIONS TO PURCHASE ORGANIC RICE WITH THE COVID-19 PANDEMIC AS MODERATING VARIABLES

Eska Stefani[1*], Artita Devi Maharani[1]

[1]Agribusiness Study Program, Agricultural Faculty. Universitas Sarjana Wiyata Tamansiswa Yogyakarta

*Corresponding Author : eskafunnisa@gmail.com

ABSTRACT

A healthy lifestyle is becoming a trend amid the Covid-19 pandemic. Organic food has been proven to have various ingredients that are good for health. This study wanted to determine the consumption pattern of organic rice at the consumer level before and during the Covid-19 pandemic. And want to know the effect of personality and self-concept on purchasing decisions for organic rice with the Covid-19 pandemic as a moderating variable. The method used in this research is descriptive analysis through analysis of tables and qualitative data as well as Structural Equation Modeling (SEM). The pattern of organic rice consumption in this study shows the greatest results on occasional consumption patterns, then routine consumption patterns and finally mixed consumption patterns, both before and after the Covid-19 Pandemic. Personality variables and self-concept significantly influence purchasing decisions for organic rice. The Covid-19 pandemic variable has no direct effect on organic rice purchasing decisions and is unable to strengthen or weaken the influence of personality and self-concept on organic rice purchasing decisions. Further research is needed to provide a more complex picture regarding organic rice purchasing decisions during the Covid-19 pandemic.

Keywords: consumption pattern, purchasing decisions, organic rice, covid-19 pandemic

Gaya hidup sehat menjadi tren ditengah pandemi Covid-19. Makanan organik sudah terbukti memiliki berbagai kandungan yang baik bagi kesehatan. Penelitian ini ingin mengetahui pola konsumsi beras organik ditingkat konsumen sebelum dan pada saat terjadi pandemi covid-19. Serta ingin mengetahui pengaruh kepribadian dan konsep diri terhadap keputusan pembelian beras organik dengan pandemi covid-19 sebagai variabel moderating. Metode yang digunakan dalam penelitian ini adalah analisis deskriptif melalui analisis tabel dan data kualitatif serta Structural Equetion Modeling (SEM). Pola konsumsi beras organik pada penelitian ini menunjukkan hasil paling besar pada pola konsumsi kadang-kadang, kemudian pola konsumsi rutin dan yang terakhir pola konsumsi campuran, baik sebelum maupun setelah adanya Pandemi Covid-19. Variabel kepribadian dan konsep diri berpengaruh secara signifikan terhadap keputusan pembelian beras organik. Variabel Pandemi Covid-19 tidak berpengaruh secara langsung terhadap keputusan pembelian beras organik serta tidak mampu memperkuat atau memperlemah pengaruh kepribadian dan konsep diri terhadap keputusan pembelian beras organik. Diperlukan penelitian lanjutan untuk memberikan gambaran yang lebih komplek terkait keputusan pembelian beras organik di masa pandemi covid -19.

Kata Kunci : Pola konsumsi, keputusan pembelian, beras organik, pandemi covid-19

INTRODUCTION

Coronavirus disease 2019 is a disease that attacks the respiratory tract. Covid 19 was first identified as occurring in Wuhan, Hubei Province, China. This coronavirus pandemic spread in Indonesia starting on March 2, 2020 (Setiawan, 2020). In Indonesia, as of July 4, 2020, 62,142 people tested positive, and 3,089 died (GTPP Covid-19, 2020). The massive spread of this virus requires cooperation from the government and society to prevent the spread of this virus.

Covid-19 is a betacoronavirus that affects the lower respiratory tract and manifests as pneumonia in humans. WHO stated that the outbreak from China posed a high risk for health-vulnerable countries. Covid-19 can be prevented by early detection, isolation, prompt treatment, and contact tracing (Sohrabi, 2020). Respondents in China responded positively to organic food consumption during the Covid-19 crisis.

19. The older generation has a more positive attitude and is more committed to organic food (Xie et al., 2020).

Current technological developments play an essential role in the dissemination of information. News of the Covid-19 outbreak is easily spread through print and electronic mass media. The ease of accessing the internet and the large number of active social media users in disseminating information make it easy for the public to obtain updated news related to Covid-19. The pandemic has become one thing that encourages people to pay more attention to their health and the environment.

Fulfilling food needs becomes essential when a virus outbreak occurs. Everyone can choose the place, the type of food, and when and how to purchase in normal conditions. During the Covid 19 pandemic, people tended to look for food products that could boost their immunity. It was recorded that 72 percent of people currently prefer healthier foods (Tirto, 2020). People consume organic rice to maintain health during this pandemic (Kompas, 2020).

A healthy lifestyle is becoming a trend amid the Covid-19 pandemic. Everyone wants to maintain one's immune system by diligently exercising and eating healthy foods. Organic food has been proven to have a variety of ingredients that are good for health. Organic plant products contain more dry matter, minerals, and antioxidant micronutrients such as phenols and salicylic acid (Lairon, 2010).

Health is the main factor influencing buying organic food (Rana & Paul, 2019). The reason for buying organic products is health awareness or motivation to eat healthy. People aged around 50 years are most likely to buy organic food, and higher education and care for young children can increase the likelihood of consuming organic food (Kriwy & Mecking, 2012).

Consumer behavior is the actions of individuals directly involved in obtaining,

using, and determining products and services, including making decisions that precede and follow these actions (Engle et al., 2002). Factors that influence consumer behaviours include cultural, social, personal, and psychological factors. Personal factors influencing purchasing decisions for an item are age and life cycle stage, occupation, economic situation, lifestyle, and personality and self-concept. Personality is a person's unique psychological characteristics that produce consistent and persistent responses to their environment. Self-concept is what a person has that contributes to and reflects identity. (Kotler and Kevin, 2001). Personality and self-concept will influence a person in making purchasing decisions.

Purchasing decision-making is the stage in the purchasing decision-making process where the consumer buys the product. The decision-making stages are needing recognition, information search, evaluation of various alternatives, buying decisions, and post-purchase behavior. (Kotler and Kevin, 2001). The buying process begins with introducing needs; consumers will buy a product to meet them. Then seek information from internal and external sources. Then evaluate alternatives; consumers choose products among various choices that can satisfy their needs. At the evaluation stage, consumers will form preferences for the product. After buying a product, consumers will experience satisfaction or dissatisfaction.

This research wants to know the pattern of consumption of organic rice in the community before and during the Covid-19 pandemic. As well as wanting to know the effect of personality and self-concept on purchasing decisions for organic rice with the Covid-19 pandemic as a moderating variable.

RESEARCH METHODS

The type of data used in this research is primary and secondary data. Primary data was obtained from filling out questionnaires using the Google form online for organic rice consumers. Secondary data supports literature books and journals related to research problems. The sampling technique of this research is non-probability sampling. The sample in this study was selected using purposive sampling, namely respondents who consumed organic rice. The number of respondents in this study was 35 people. Determination of the number of samples, namely all indicators multiplied by 5 to 10 (Soemarno, 2011).

This research method uses the Structural Equation Modeling-Partial Least Square (SEM-PLS) model. The independent variables in this study are personality and self-concept. The personality and self-concept variables

in this study were seen from the views of respondents who made organic rice a priority food ingredient, the view that consuming organic rice was quite effective in maintaining endurance, and the view that consuming organic rice reflected their personality in maintaining health.

The dependent variable in this study is the purchase decision. This variable is seen from two dimensions: the process of recognizing the need for reasons or motivations for buying organic rice and evaluating alternatives. The covid-19 pandemic is a moderating variable. This variable is seen from the importance of consuming organic rice during the Covid-19 pandemic and the frequency of eating organic rice daily during the Covid-19 pandemic. The consumption pattern of organic rice during the Covid-19 pandemic was carried out through descriptive analysis, table analysis, and qualitative data.

The SEM-PLS model consists of two parts: the measurement model, or outer model, and the structural model, or inner model. Measurement of variables with indicators is explained in the measurement model, while measurements between variables are explained in the structural model. The

criteria for evaluating the loading factor are indicator values > 0.5. If the indicator value < 0.5 must be eliminated from the model.

Parameter estimation aims to see the significance between variables and indicators through outer loading values. At a significance level of 0.05. Significant indicator criteria for variables with a 95% confidence level, namely the t-statistic value > t-value of 1.960. The validity assessment is seen from the convergent validity value where the AVE value must be greater than 0.5. Data is reliable if the composite reliability value is > 0.7. Inner Evaluation aims to analyze the relationship between variables. The R-square value indicates the independent variables' influence on the model's dependent variable.

RESULTS AND DISCUSSION
Characteristics of Respondents

The characteristics of the respondents in this study were based on age, education level, occupation, income level, the main reasons for consuming organic rice, the source of information regarding organic rice, and the level of satisfaction with organic rice products.

Based on Table 1, Organic rice

respondents are in the productive age classification. According to the Ministry of Health (2020), people classified as unproductive are aged under 15 years and 65 years and over, while people of productive age are 15-64 years.

Table 1. Characteristics of Respondents by Age

Age (years)	Amount	Percentage
<15	0	0
15-64	35	100
>65	0	0
Total	35	100

Source: Primary Data, 2020

Respondents in this study were aged between 22-62 years. At this productive age, it is crucial to maintain a healthy lifestyle to stay fit and minimize the risk of disease when old. In addition, respondents are still active at work, so it is crucial to maintain health to support performance in carrying out their daily activities.

Table 2. Characteristics of Respondents by Education Level

Tingkat Pendidikan	Jumlah	Persentase
SMA	5	14,28
D3	1	2,86
S1	16	45,71
S2	12	34,29
S3	1	2,86
Total	35	100

Source: Primary Data, 2020

Based on Table 2. the education level of the respondents is mostly Bachelor and Masters; it can be said that consumers of organic rice have a high level of education. The level of

education influences thinking patterns; in general, the higher a person's education, the more knowledge he has, and he tends to be better at making choices (Ardana, 2018). Higher education teaches people to think more logically and rationally and to see issues from various sides to analyze better and solve a problem (Laflamme, 2004). Education positively affects health; with the length of schooling, it can develop adequate life capacities, ultimately affecting health (Ross and Mirowsky in Pradono and Sulistyowati, 2013). This health knowledge makes respondents more selective or pays more attention to healthy foods, especially rice, a staple food.

Table 3. Characteristics of Respondents by Occupation

Occupation	Jumlah	Persentase
Civil Servant	8	22,86
Private Officer	7	20,00
Entrepreneur	4	11,43
Housewife	5	14,28
Others	11	31,43
Total	35	100

Source: Primary Data, 2020

Work affects the goods and services that consumers will buy (Kotler & Kevin, 2001). Table 3 shows respondents' work as civil servants, employees, entrepreneurs, and others. If it is seen that the respondents are workers who have their income, this

affects the power to choose the goods to be purchased. Knowledge and awareness of good health and supported by the power to buy goods greatly influence purchasing decisions, including buying organic rice.

Table 4. Characteristics of Respondents based on Income per Month

Income (Million, IDR)	Amount	Percentage
Not Answer	2	5,71
< 2	3	8,57
2.0 – 4.0	13	37,14
4.1 – 6.0	7	20,00
6.1 – 8.0	5	14,29
> 8.0	5	14,29
Total	35	100

Source: Primary Data, 2020

Based on Table 4. Most (37.14%) of respondents' income is 2-4 million. The income of more than 4 million respondents is 48.58%. This percentage shows that most organic rice respondents have a high enough income that supports respondents to buy organic rice, which is more expensive than non-organic rice. According to Purwaningsih (2009), the income earned by consumers is very influential in the buying process of organic rice. This matter happened because the allocation of income for purchasing organic rice is higher when compared to expenditures for purchasing non-organic rice.

Table 5. Characteristics of Respondents Based on Reasons for Consuming Organic Rice

The main reason	Amount	Percentage
Health	29	82.86
Trend	1	2.86
Taste	5	14.28
Total	35	100.00

Source: Primary Data, 2020

The benefits of organic rice have been tested for health, so most respondents consume organic rice for health reasons. Respondents' health reasons for consuming organic rice include diet, good nutrition, no chemicals, and being environmentally friendly. Another reason that encourages respondents to consume organic rice is the trend of organic rice consumption and the distinctive taste of organic rice. According to Purwaningsih (2009), purchasing organic rice begins with consumer awareness of the need for a healthy life by consuming staple foods.

Table 6. Characteristics of Respondents Based on Origin of Information Regarding Organic Rice

Asal Informasi	Jumlah	Persentase
Keluarga	5	14,29
Teman/tetangga	7	20,00
Dokter	2	5,71
Media	11	31,43
Komunitas	8	22,86
Lainnya	2	5,71
Total	35	100

Source: Primary Data, 2020

Berdasarkan Tabel 6. informasi

terkait beras organik paling banyak didapat dari media. Ada sebanyak 22,86% dari responden mengikuti komunitas organik, hal ini berarti responden merupakan orang yang tertarik atau peduli terhadap kesehatan dan lingkungan. Responden juga mendapatkan informasi tentang beras organik melalui keluarga, teman/tetangga, dokter, dan lainnya, yaitu tempat kerjanya dan petani organik.

Table 7. Karakteristik Responden berdasarkan Tingkat Kepuasan Mengonsumsi Beras Organik

Tingkat Kepuasan	Jumlah	Persentase
Sangat Puas	14	40
Puas	21	60
Tidak Puas	0	0
Total	35	100

Source: Primary Data, 2020

Most respondents (60%) were satisfied with the organic rice they consumed, and the remaining 40% were delighted. Respondents were satisfied and very satisfied because they felt the benefits of organic rice for health and taste. This satisfaction can affect post-purchase processes, such as recommending or making repeat orders. The organic rice brands used by the respondents were SSO Organic Rice, Bio Organic, Lawu Rice, KNOC,

Hariku, Puregreen, Sundakala, BMW, Jatiluwih Organic Rice, Organic Village, Organic Circle, Ghaniya Organic Rice, Sablang Banyuwangi, Pick Unggul, Rassen. Some respondents also buy organic rice directly from farmers.

Organic Rice Consumption Patterns During the Covid-19 Pandemic. There are three categories of organic rice consumption patterns: routine, mixed, and occasional. The routine category explains how to consume organic rice daily without mixing it with non-organic rice. The categories sometimes show that consumers consume organic rice only a few times a week, either unmixed or mixed. The mixed category shows consumers consuming organic rice daily but mixed with non-organic rice.

Based on Table 8, the consumption pattern before and after the Covid 19 pandemic was mostly an occasional pattern, then a routine pattern, then a mixed pattern. The pattern sometimes means that the respondent needs to consume organic rice daily, whether mixed with non-organic rice or not. Changes in consumption patterns from routine to mixed or sometimes influenced by the price of organic rice some respondents consume have increased.

Table 8. Distribution of Consumers according to the Amount of Organic Rice Consumed per month before and during the Covid-19 Pandemic

Food expenditure	Routin		mixed		Sometime		Total	
	N	(%)	N	(%)	N	(%)	N	(%)
Before Pandemic Covid 19								
1-5	5	14,28	2	5,71	12	34,28	19	54,28
6-10	4	11,43	0	0	6	17,14	10	28,58
11-15	0	0	0	0	2	5,71	2	5,71
16-20	3	8,57	0	0	0	0	3	8,57
21-25	1	2,86	0	0	0	0	1	2,86
Total	13	37.11	2	5,71	20	57,13	35	100
During Pandemic Covid 19								
1-5	4	11,43	4	11,43	14	40,00	22	62,86
6-10	1	2,86	0	0	6	17,14	7	20,00
11-15	0	0	0	0	1	2,86	1	2,86
16-20	3	8,57	0	0	1	2,86	4	11,43
21-25	1	2,86	0	0	0	0	1	2,86
Total	9	25,71	4	11,43	22	62,86	35	100

Source: Primary Data, 2020

Table 9. Distribution of Consumers according to How to Purchase Organic Rice before and during the Covid Pandemic Period

Tempat pembelian	Routin		mixed		Sometime		Total	
	N	(%)	N	(%)	N	(%)	N	(%)
Before Pandemic Covid 19								
Online	4	11.43	1	2.86	8	22.86	13	37.14
Offline	9	25.71	1	2.86	12	34.28	22	62.86
Total	13	37.14	2	5..72	20	57.14	35	100.00
During Pandemi Covid 19								
Online	5	14.28	2	5.72	7	20.00	14	40.00
offline	4	11.43	2	5.72	15	42.86	21	60.00
Total	9	25.71	4	11.44	22	62.86	35	100.00

Source: Primary Data, 2020

As seen from Table 9, respondents who bought organic rice online experienced an increase of 2.86%. This increase because some people avoid direct contact when leaving the house. However, the change is insignificant because many respondents still feel more stable when buying directly at their customer's place.

Purchasing Decision of Organic Rice

The variables used in this study are personality and self-concept (X), the Covid-19 Pandemic (Z), and Purchase Decision (Y).
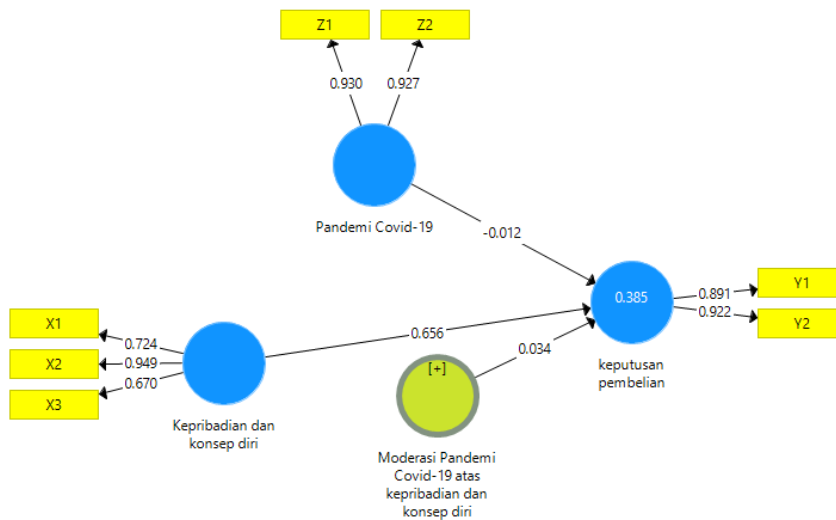
Figure 1. Results of Research Path Diagram Evaluation

Based on the results of the evaluation of the research path diagram, it can be seen that the loading factor indicator value is more than 0.5. This value shows that indicators can be used to measure latent variables. R-square value of 0.385. This R^2 showed the ability of the personality and self-concept variables to explain the variation in the purchase decision variable by 38.5%, and other variables outside the model explain the remaining 61.5%. Data validity was measured using the Average Variance Extracted (AVE) value, as seen in Table 10. The AVE values of all latent variables are worth more than 0.5, meaning that the data used is valid. The composite reliability value of all latent variables is more than 0.7, so the data is reliable.

Tabel 10. Nilai AVE dan Reliabilitas Komposit

Laten Variabel	AVE	Composite Reliability
Personality and self-concept	0,625	0,830
Pandemic Covid 19	0,862	0,926
Purcahsing decision (Y)	0,822	0,902

Source: Primary Data, 2020

Based on the analysis results that can be seen in Table 11. It is known that personality and self-concept influence the decision to buy organic rice. Meanwhile, the Covid-19 Pandemic does not affect purchasing decisions directly or as a moderating variable.

Table 11. The influence between Latent Variables

No	Path Analysis	Path coefficient	T-critical	conclusion
1	X → Y	0,656	1,973	Sig.
2	Z → Y	-0,012	0,032	Non sig.
3	Moderation Z on X → Y	0,034	0,224	Non sig.

Source: Primary Data, 2020

Effect of Personality and Self-Concept (X) on Purchase Decision (Y)

Based on Table 11, personality and self-concept variables positively and significantly affect the decision to buy organic rice. The positive and significant variable means that a higher level of personality and self-concept will encourage higher purchasing decisions. Personality is a psychological character that determines and reflects a person's response to his environment (Schiffman & Kanuk, 2008). Meanwhile, self-concept is an idea about oneself that includes beliefs, views, and one's evaluation of oneself. Confidence that is formed in a person will influence purchasing decisions. A person's description will develop from the experience experienced (Agustiani, 2006). Most of the respondents are workers, someone who works is required to be able to do work every day with good performance, so it is crucial to maintain health.

For this reason, information related to healthy living habits is needed, especially for organic rice. Information about organic rice is straightforward to obtain, such as from family, friends/neighbors, doctors, the media, and even joining the organic community. Knowledge of the efficacy of organic rice can form a person's view that organic rice provides health benefits. So this will encourage or influence the decision to buy organic rice.

Effect of the Covid-19 Pandemic (Z) on Purchasing Decisions (Y)

Based on Table 11. The Covid-19 Pandemic has not proven to affect purchasing decisions. The Covid-19 pandemic has made significant changes in society. People are worried about the health of their families. Even the consumption of healthy food is a priority for the community. As many as 82.86% of respondents admitted to consuming organic rice for health reasons. However, they consumed organic rice not only during the Covid-19 Pandemic; the average respondent had been consuming it for three years. Respondents' reasons for consuming organic rice include diet, good nutrition, no chemicals, and being environmentally friendly.

Covid-19 Pandemic Moderation (Z) on Purchasing Decisions (Y)

The Covid-19 pandemic has not proven to be able to moderate personality and self-concept toward purchasing decisions. Personality describes the individual internally, such as the characteristics of the mindset, feelings, and self-view. Self-concept is

an idea about oneself that includes one's beliefs, views, and judgments about himself. The Covid-19 pandemic has proven to be very dangerous to health, and many people have even died from this virus. However, no research states explicitly that organic rice can increase endurance during the Covid-19 Pandemic. Therefore, people think consuming organic rice alone is insufficient to maintain health during this Pandemic-Covid 19. Maintaining the immune system can be done by exercising or consuming vitamins. Early anticipation measures are taken by implementing healthy living habits such as washing hands, keeping a distance, and wearing masks.

Conclusion

1. This study's organic rice consumption pattern showed the most significant results in the occasional consumption pattern, then the routine consumption pattern, and finally, the organic mixed consumption pattern, both before and after the Covid-19 pandemic.

2. Personality and self-concept significantly influence the decision to buy organic rice. The Covid 19 Pandemic variable does not affect buying organic rice. It cannot strengthen or weaken the influence of personality and self-concept on the decision to buy organic rice.

REFERENCES

Agustiani, H. (2006). Psikologi Perkembangan : Pendekatan Ekologi Kaitannya dengan Konsep Diri dan Penyesuaian Diri pada Remaja. Bandung : Refika Aditama

Ardana, R. 2018. Faktor Pembentukan Pola Pikir Masyarakat Dusun Serut Kecamatan Pengasih Kabupaten Kulon Progo terhadap Olahraga dan Prestasi Akademik di Sekolah. E-Journal Fakultas Ilmu Keolahragaan Universitas Negeri Yogyakarta. Diakses pada 24 April 2021

Engle. JF, Roger, DB, dan Paul WM. (2002). Perilaku Konsumen. Edisi keenam. Jilid I. Jakarta : Binarupa Aksara

Gugus Tugas Percepatan Penanganan Covid-19. (2020). Data Sebaran Covid-19 di Indonesia. https://covid19.go.id. Diakses pada 2 Juni 2020.

Jariah, A. (2012). Analisis Faktor-Faktor Pribadi yang Mempengaruhi Keputusan Pembelian Sepeda Motor Yamaha di Lumajang. Jurnal WIGA, 2 (2), 1-18

Kemenkes. (2020). Kamus Pusat dan data Informasi Kementrian Kesehatan Republik Indonesia. https://pusdatin.kemkes.go.id. Diakses 25 April 2021

Kompas. (2020). Menilik Konsumsi Beras Organik dalam Masa Pandemik Covid-19. https://kompas.com. Diakses pada 2 Juni 2020.

Kotler, P dan Kevin L. (2001). Manajemen Pemasaran. Edisi ketiga belas. Jakarta : Erlangga

Kriwy, P dan Mecking, RA. (2012). Health and Environmental Consciousness, Costs, of Behaviour and the Purchase of Organic Food. International Journal of Consumer Studies, 36, 30-37

Laflamme L, K Engstrom, J Moller, J Hallquist. 2004. Is Perceived Failure in Schools Performance a Trigger of Phisical Injury : A Case-crossover Study of Children in Stockholm Country. Journal of Epidemiology and Community Helath, 58. 407-411

Lairon, D. (2010). Nutritional Quality and Safety of Organik Food. A Riview. Agronomy for Sustainable Develompment. 30. 33-41

Pradono J dan Sulistyowati, N. 2013. Hubungan antara Tingkat Pendidikan, Pengetahuan tentang Kesehatan Lingkungan, Perilaku Hidup Sehat dengan Status Kesehatan. Pusat Teknologi Intervensi Kesehatan Masyarakat. Badan Litbang Kemenkes RI. 89-95

Purwaningsih, B. (2009). Faktor-Faktor yang Mempengaruhi Pola Perilaku Kosumen Beras Organik. Skripsi. Universitas Sebelas Maret Surakarta.

Schiffman dan Kanuk. (2008). Perilaku Konsumen. Edisi 7. Jakarta : PT. Indek

Setiawan, AR. (2020). Scientific Literacy Worksheets for Distance Learning in The Topic of Coronavirus 2019 (Covid-19). Reading Academic Articles

Soemarno. (2011). MK. Metode Penelitian : Structure Equation Modelling (SEM). Malang : PPSUB

Sohrabi C, Alsafi Z, O'Neill N, Khan M, Kerwan A, Al-Jabir A, Iosifidis C, Agha R. (2020). World Health Organization Declares Global Rmergency : A Review of the 2019 Novel Coronavirus (COVID-19). International Journal of Surgery

Sumarwan, U, Noviandi, A, Kirbrandoko. (2013). Analisis Proses Keputusan Pembelian, Persepsi, dan Sikap Konsumen terhadap Beras Organik di Jabodetabek. Jurnal Pangan 22 (2), 333-344

Rana, J dan Justin P. (2019). Health Motive and the Purchase of Organic Food : A Meta-Analytic Review. International Journal of Consumer Studies, 44, 162-171

Tirto. (2020). Survei Kebiasaan Makan Orang Berubah Akibat Pandemi Covid-19. https://trito.id. Diakses pada 2 Juni 2020.

Utami, K. (2019). Analisis Perilaku Konsumen dalam Pengambilan Keputusan Pembelian Sayur Organik di Kota Medan. Tesis. Universitas Sumatra Utara

Xie, Xiaoru, Liman Huang, Jun Li, dan Hong Zhu. (2020). Generational Differences in Perseption Food Health/Risk and Attitudes toward Organic Food and Game Meat: The Case of the COVID-19 Crisis in China. International Journal of

Environmental Research and Public Health, 17, 1- 17