

## Determinants of Repurchase Intention for Organic Rice among Indonesian Millennials

Anita Kusumawati<sup>1\*</sup>, Linda Rahmawati<sup>2</sup>, Tri Putra Jayadi Prima<sup>3</sup>

<sup>1</sup>Universitas Pendidikan Muhammadiyah Sorong,

<sup>2</sup>Universitas Gadjah Mada, <sup>3</sup>Universitas Muhammadiyah Malang

\*Corresponding author:

[anitakusumawati@unimudasorong.ac.id](mailto:anitakusumawati@unimudasorong.ac.id)

**Bulletin of Management and Business**

Vol. 7 No. 1, Maret 2026, pp. 78–96

© The Author (s) 2026



link DOI

<https://doi.org/10.31328/bmb.v7i1.949>

Received: 11 December 2025

Revised: 25 January 2026

Accepted: 1 February 2026

### ABSTRACT:

*This study investigates the determinants of repurchase intention toward organic rice among Indonesian Millennials, a consumer segment characterized by growing awareness of health and environmental sustainability. Despite the increasing adoption of organic products, consistent repurchasing behavior remains limited, indicating a gap between awareness and actual consumption practices. This research develops an empirical model by examining the roles of perceived consumer social responsibility, perceived price fairness, perceived quality, and perceived value in shaping repurchase intention.*

*A quantitative approach was employed using a cross-sectional survey design. Data were collected from Millennial consumers across Indonesia through purposive sampling, and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM).*

*The results reveal that perceived consumer social responsibility significantly influences both perceived price fairness and perceived quality. In turn, these two factors positively affect perceived value, which emerges as the strongest predictor of repurchase intention. Additionally, perceived price fairness and perceived quality also demonstrate direct positive effects on repurchase intention, indicating both mediated and direct relationships within the model.*

*This study contributes to the literature by integrating consumer social responsibility into a value-based framework, offering a more comprehensive explanation of repurchase behavior in the context of organic staple food consumption. The findings provide*

*practical insights for businesses to strengthen consumer loyalty by emphasizing product value, transparent pricing, and quality assurance strategies..*

**Keywords:** *Repurchase Intention, Organic Rice, Millennials, Perceived Value, Consumer Social Responsibility*

## 1. INTRODUCTION

The increasing global emphasis on healthy living and environmental sustainability has gradually reshaped consumer behavior, particularly in the food sector. Consumers are becoming more selective, not only prioritizing personal health but also considering the environmental impact of their consumption choices. Organic food products, which are produced without synthetic chemicals and emphasize ecological balance, are therefore gaining wider acceptance (Nguyen, 2019; Aschemann-Witzel & Zielke, 2017). In developing countries such as Indonesia, this trend is particularly relevant, as food consumption is closely linked to both public health and agricultural sustainability. Rice, as the primary staple food, occupies a central position in this transformation. The emergence of organic rice offers a strategic opportunity to align consumption patterns with sustainable agricultural practices. However, despite growing awareness, the continuity of consumption—especially in the form of repurchase behavior—remains relatively limited.

This phenomenon becomes more complex when viewed through the lens of the Millennial generation. Millennials are often characterized by higher levels of education, broader access to digital information, and stronger exposure to global sustainability narratives. These characteristics suggest a higher likelihood of adopting environmentally responsible consumption patterns. Nevertheless, empirical evidence indicates a persistent discrepancy between positive attitudes toward organic products and actual purchasing behavior (Molinillo et al., 2020; Tian & Siddik, 2022; Yadav & Pathak, 2017). This inconsistency, often referred to as the attitude–behavior gap, implies that favorable perceptions alone are insufficient to sustain consumption. Instead, deeper cognitive and evaluative mechanisms must be considered to explain why consumers do—or do not—engage in repeat purchases.

Repurchase intention plays a critical role in understanding long-term consumer behavior, as it reflects not only satisfaction but also the overall evaluation of previous consumption experiences. It is widely acknowledged as a key predictor of customer loyalty and market sustainability (Hellier et

al., 2003; Pham & Nguyen, 2019). In this regard, perceived value emerges as a central construct, representing the consumer's assessment of the trade-off between perceived benefits and the costs incurred (Zeithaml, 1988; Thanki et al., 2022). A higher level of perceived value increases the likelihood that consumers will maintain consistent purchasing behavior. This evaluation is not formed in isolation but is influenced by several underlying factors, particularly perceived quality and perceived price fairness.

Perceived quality reflects the consumer's judgment regarding the overall excellence or superiority of a product, which significantly shapes satisfaction and future behavioral intentions (De Toni et al., 2018; Sweeney & Soutar, 2001). In the context of organic rice, quality perceptions may include attributes such as safety, nutritional value, and authenticity. Meanwhile, perceived price fairness relates to the consumer's evaluation of whether a product's price is reasonable and justified relative to its benefits (Xia et al., 2004; Singh & Alok, 2021). Given that organic products are often priced higher than conventional alternatives, perceptions of fairness become crucial in determining whether consumers are willing to repurchase.

Beyond functional and economic considerations, recent developments in consumer behavior research highlight the growing importance of ethical and social dimensions. The concept of perceived consumer social responsibility suggests that individuals increasingly incorporate moral considerations into their consumption decisions, including the impact on society and the environment (Caruana & Chatzidakis, 2014; Trang et al., 2023). Consumers who perceive themselves as socially responsible are more likely to favor products that align with sustainability principles, even when such choices involve higher costs. In the context of organic rice, this perspective is particularly relevant, as its production is closely associated with environmentally friendly farming practices and support for sustainable agriculture.

Despite the growing body of literature on organic consumption, several gaps remain evident. First, existing studies predominantly focus on general organic products or specific categories such as fruits and vegetables, with limited attention given to staple foods like rice, especially in emerging markets (Tian & Siddik, 2022; Nguyen, 2019). Second, prior research often examines determinants such as perceived value, quality, and price fairness

in isolation, rather than integrating them into a comprehensive framework that captures their interrelationships (De Toni et al., 2018; Singh & Alok, 2021). Third, although the role of ethical awareness has been increasingly recognized, the positioning of perceived consumer social responsibility as an antecedent variable influencing cognitive evaluations remains underexplored (Caruana & Chatzidakis, 2014). Finally, the persistence of the attitude–behavior gap among Millennials indicates that current models may not fully capture the complexity of their decision-making processes (Yadav & Pathak, 2017).

In response to these gaps, this study aims to develop and empirically test an integrated model of repurchase intention for organic rice among Indonesian Millennials. Specifically, the study examines the relationships among perceived consumer social responsibility, perceived price fairness, perceived quality, and perceived value. Perceived consumer social responsibility is positioned as an antecedent that shapes consumers' evaluations of price fairness and product quality. These evaluations, in turn, contribute to the formation of perceived value, which serves as a key mediator influencing repurchase intention. Additionally, the direct effects of perceived price fairness and perceived quality on repurchase intention are analyzed to provide a more comprehensive understanding of consumer behavior.

The proposed framework is grounded in consumer behavior theory and Transaction Utility Theory, which posits that purchasing decisions are influenced by consumers' evaluation of gains and sacrifices associated with a transaction (Thaler, 1985). Within this framework, perceived value represents the outcome of this evaluative process, while perceived consumer social responsibility influences how consumers interpret both benefits and costs. The relationships among these variables are examined using Structural Equation Modeling (SEM), allowing for the analysis of both direct and indirect effects.

This study offers several contributions. From a theoretical perspective, it extends existing literature by integrating economic, functional, and ethical dimensions into a unified model of consumer behavior. From a contextual perspective, it addresses the limited research on organic rice as a staple product in a developing country setting. Practically, the findings are expected to provide actionable insights for marketers and policymakers in

designing strategies that enhance perceived value, improve product quality, and promote fair pricing practices. Ultimately, these efforts are essential to encourage sustainable consumption and strengthen long-term consumer loyalty toward organic rice products.

This study offers a distinct contribution by explicitly positioning perceived consumer social responsibility as an antecedent variable within a value-based framework, which has been largely overlooked in prior studies. Unlike previous research that examines perceived value, quality, and price fairness separately, this study integrates these constructs into a comprehensive structural model, particularly in the context of organic staple food consumption in a developing country.

## **2. METHODS**

### **a. Research Approach**

This study adopts a quantitative research design with an explanatory survey approach to examine the causal relationships among perceived consumer social responsibility, perceived price fairness, perceived quality, perceived value, and repurchase intention toward organic rice among Millennials in Indonesia. The study is grounded in the positivist paradigm, which emphasizes objective measurement and hypothesis testing using empirical data (Sekaran & Bougie, 2016).

Data were collected through a structured questionnaire administered using a cross-sectional design. To analyze the proposed relationships, this study employs Partial Least Squares Structural Equation Modeling (PLS-SEM). This technique is considered appropriate due to its ability to handle complex models involving multiple latent constructs and its suitability for predictive-oriented research (Hair et al., 2021).

### **b. Study Site and Time Frame**

The empirical setting of this study is Indonesia, a country characterized by high rice consumption and increasing interest in organic food products. The focus on Millennials is based on their demographic and behavioral characteristics, including relatively strong purchasing power and heightened awareness of health and environmental sustainability issues.

Data collection was conducted over a three-month period, from December 2025 to February 2026. An online survey method was utilized to

ensure broad geographic coverage, allowing respondents from both urban and semi-urban areas to participate. This approach enhances data accessibility and efficiency while maintaining relevance to contemporary consumption patterns.

### **c. Population and Sample**

The target population consists of Indonesian Millennials who have prior experience in purchasing or consuming organic rice. In this study, Millennials are defined as individuals born between 1981 and 1996. A non-probability sampling technique was applied using purposive sampling to ensure that respondents met specific criteria. The inclusion criteria were: (1) belonging to the Millennial cohort, (2) having experience with organic rice consumption or purchase, and (3) residing in Indonesia. The determination of sample size follows the guideline for PLS-SEM, which recommends a minimum sample size of 5 to 10 times the number of indicators used in the model (Hair et al., 2021). Based on this consideration, a total of 210 valid responses were collected. This sample size exceeds the minimum requirement for PLS-SEM and is considered sufficient to achieve adequate statistical power for detecting significant relationships among variables.

### **d. Data Collection (Type and Source of Data; Data Collection Techniques)**

This study utilizes primary data obtained directly from respondents. Data were collected through an online questionnaire distributed through digital platforms, enabling efficient and wide-reaching respondent engagement. The measurement instrument was developed based on established scales from prior studies to ensure content validity (De Toni et al., 2018; Singh & Alok, 2021). Before participation, respondents were provided with a brief explanation of the study's purpose and were assured of the confidentiality and anonymity of their responses. This procedure was implemented to enhance response accuracy and minimize potential bias.

### **e. Operational Definitions of Variables**

The variables examined in this study are defined operationally as follows:

#### **1. Perceived Consumer Social Responsibility**

Refers to an individual's awareness and sense of responsibility regarding the social and environmental consequences of consumption behavior.

Indicators: environmental awareness, social concern, and health responsibility.

## **2. Perceived Price Fairness**

Reflects the extent to which consumers perceive the price of organic rice as reasonable relative to the benefits received.

Indicators: price-quality congruence, price comparison, and perceived fairness.

## **3. Perceived Quality**

Represents consumers' evaluation of product excellence based on both intrinsic and extrinsic attributes.

Indicators: freshness, safety (chemical-free), and nutritional value.

## **4. Perceived Value**

Denotes the overall assessment of benefits relative to the costs incurred by consumers.

Indicators: functional value, health benefits, and emotional value.

## **5. Repurchase Intention**

Indicates the likelihood that consumers will purchase organic rice again in the future.

Indicators: intention to repurchase, product preference, and loyalty tendency.

## **f. Measurement Scales**

All constructs were measured using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). This scaling method was selected to capture respondents' perceptions and attitudes in a consistent and interpretable manner.

The validity and reliability of the measurement model were assessed using standard PLS-SEM procedures. Convergent validity was evaluated through outer loadings and Average Variance Extracted (AVE), while discriminant validity was assessed using the Fornell-Larcker criterion. Reliability was examined using composite reliability and Cronbach's alpha. These procedures ensure that the measurement instrument meets acceptable standards of accuracy and consistency (Hair et al., 2021).

## **g. Data Analysis Technique**

Data analysis was performed using PLS-SEM with the support of SmartPLS software. The analysis followed a two-stage approach, consisting of the evaluation of the measurement model and the structural model. The measurement model assessment focused on validating the reliability and validity of the constructs, while the structural model evaluation examined the hypothesized relationships among variables, including path coefficients, significance levels, and the explanatory power of the model. This approach enables a comprehensive understanding of both direct and indirect effects within the proposed research framework.

To address potential common method bias, Harman's single-factor test was conducted. The results indicated that no single factor accounted for the majority of the variance, suggesting that common method bias is not a serious concern in this study.

### 3. RESULTS

This study analyzed data obtained from Millennial respondents in Indonesia who met the predefined selection criteria. The dataset was first screened to ensure completeness and suitability for further statistical analysis. Subsequently, the data were processed using Partial Least Squares Structural Equation Modeling (PLS-SEM) to examine both the measurement model and the structural relationships among the proposed constructs.

The analysis followed a two-stage approach. The first stage focused on assessing the measurement model to evaluate the reliability and validity of the constructs, including convergent and discriminant validity. The second stage involved testing the structural model to examine the hypothesized relationships among perceived consumer social responsibility, perceived price fairness, perceived quality, perceived value, and repurchase intention. This approach allows for a comprehensive evaluation of both the quality of the measurement instrument and the strength of the causal relationships within the proposed research framework.

#### a. Respondent Description

**Table 1. Respondent Profile**

| Characteristic | Category | Frequency | Percentage (%) |
|----------------|----------|-----------|----------------|
| Gender         | Male     | 90        | 43             |
|                | Female   | 120       | 57             |

| Characteristic  | Category                        | Frequency | Percentage (%) |
|-----------------|---------------------------------|-----------|----------------|
|                 | Total                           | 210       | 100            |
| Age (years)     | 28–31                           | 120       | 57             |
|                 | 32–35                           | 43        | 20             |
|                 | 36–39                           | 34        | 16             |
|                 | 40–43                           | 13        | 6              |
|                 | Total                           | 210       | 100            |
| Domicile        | North Sumatra                   | 8         | 4              |
|                 | Lampung                         | 10        | 5              |
|                 | DKI Jakarta                     | 43        | 20             |
|                 | West Java                       | 27        | 13             |
|                 | Central Java                    | 23        | 11             |
|                 | Special Region of Yogyakarta    | 40        | 19             |
|                 | East Java                       | 33        | 16             |
|                 | Banten                          | 12        | 6              |
|                 | Bali                            | 14        | 7              |
|                 | Total                           | 210       | 100            |
| Education Level | High School / Equivalent        | 15        | 7              |
|                 | Diploma (D1/D2/D3/D4)           | 8         | 4              |
|                 | Bachelor's Degree (S1)          | 132       | 63             |
|                 | Master's Degree (S2)            | 51        | 24             |
|                 | Doctoral Degree (S3)            | 4         | 2              |
|                 | Total                           | 210       | 100            |
| Occupation      | Entrepreneur                    | 81        | 39             |
|                 | Civil Servant (ASN)             | 29        | 9              |
|                 | State-Owned Enterprise Employee | 9         | 4              |
|                 | Private Employee                | 33        | 16             |
|                 | Teacher / Lecturer              | 21        | 10             |
|                 | Healthcare Worker               | 6         | 3              |
|                 | Student                         | 30        | 14             |
|                 | Homemaker                       | 11        | 5              |
|                 | Total                           | 210       | 100            |
| Monthly Income  | < IDR 1,000,000                 | 24        | 11             |
|                 | IDR 1,000,000 – 3,000,000       | 39        | 19             |
|                 | IDR 3,000,001 – 5,000,000       | 47        | 22             |
|                 | IDR 5,000,001 – 7,000,000       | 33        | 16             |
|                 | > IDR 7,000,000                 | 67        | 32             |
|                 | Total                           | 210       | 100            |

Source: Processed data, 2026

## b. Descriptive Statistics of Variables

The descriptive statistical analysis indicates that all research variables have mean values ranging from moderate to high levels. This suggests that respondents hold relatively positive perceptions of consumer social responsibility, price fairness, quality, value, and repurchase intention toward organic rice.

**Table 2. Results of Descriptive Statistical Analysis of Variables**

| Variable                                 | Mean  | Standard Deviation |
|------------------------------------------|-------|--------------------|
| Perceived Consumer Social Responsibility | 4.190 | 0.779              |
| Perceived Price Fairness                 | 3.893 | 0.924              |
| Perceived Quality                        | 4.389 | 0.641              |
| Perceived Value                          | 4.135 | 0.800              |
| Repurchase Intention                     | 3.916 | 0.825              |

*Source: Processed data, 2026*

### **c. Measurement Model Evaluation (Outer Model)**

#### **1. Convergent Validity**

The results indicate that all indicators have outer loading values above the recommended threshold ( $> 0.70$ ), thus confirming convergent validity. In addition, the Average Variance Extracted (AVE) values for each construct exceed 0.50, indicating that the variables are able to explain the variance of their indicators adequately. Uji Validitas Diskriminan

#### **2. Discriminant Validity**

The discriminant validity test using the Fornell-Larcker criterion shows that the square root of the AVE for each construct is greater than its correlations with other constructs. This finding indicates that each variable has good discriminant validity.

#### **3. Reliability Test**

The reliability test results show that all variables have composite reliability and Cronbach's alpha values above 0.70. Therefore, all constructs in this study are considered reliable.

### **d. Structural Model Evaluation (Inner Model)**

The coefficient of determination ( $R^2$ ) indicates that the independent variables in the model are able to explain the variance of the dependent variable at a moderate to substantial level. The perceived value variable shows the greatest contribution in explaining repurchase intention of organic rice.

**Table 3. R-Square Test Results**

| Endogenous Variable      | R Square | R Square Adjusted |
|--------------------------|----------|-------------------|
| Repurchase Intention     | 0.605    | 0.599             |
| Perceived Price Fairness | 0.102    | 0.098             |
| Perceived Quality        | 0.230    | 0.227             |
| Perceived Value          | 0.648    | 0.644             |

Source: Processed data, 2026

The  $R^2$  value of 0.605 for repurchase intention indicates a moderate to substantial explanatory power, suggesting that the proposed model effectively explains consumers' repurchase behavior toward organic rice.

### e. Hypothesis Testing

Hypothesis testing was conducted using the bootstrapping method. The t-statistics and p-values were used to determine the significance of the relationships between variables.

The results of the analysis indicate that:

1. Perceived Consumer Social Responsibility has a positive and statistically significant effect on Perceived Price Fairness.
2. Perceived Consumer Social Responsibility has a positive and statistically significant effect on Perceived Quality.
3. Perceived Quality has a positive and statistically significant effect on Perceived Value.
4. Perceived Price Fairness has a positive and statistically significant effect on Perceived Value.
5. Perceived Value has a positive and statistically significant effect on Repurchase Intention of organic rice.
6. Perceived Price Fairness has a positive and statistically significant effect on Repurchase Intention.
7. Perceived Quality has a positive and statistically significant effect on Repurchase Intention.

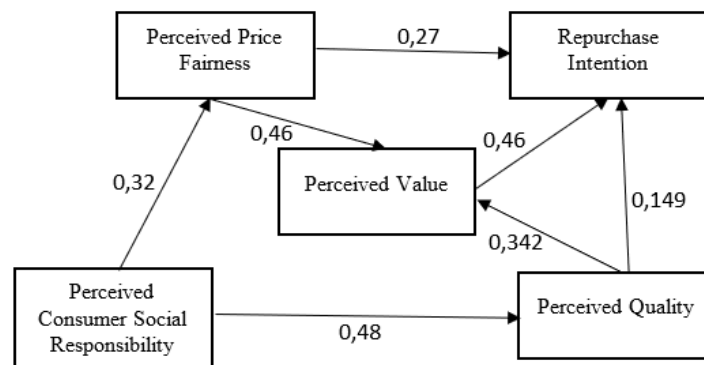
**Table 4. Hypothesis Testing Results**

|    |             | Original<br>Sample<br>(O) | Sample<br>Mean<br>(M) | Standard<br>Deviation<br>(STDEV) | T Statistics<br>( O/STDEV ) | P Values |
|----|-------------|---------------------------|-----------------------|----------------------------------|-----------------------------|----------|
| H1 | PTJSK → PKH | 0.320                     | 0.325                 | 0.065                            | 4.887                       | 0.000    |
| H2 | PTJSK → PK  | 0.480                     | 0.486                 | 0.057                            | 8.366                       | 0.000    |
| H3 | PK → PN     | 0.342                     | 0.344                 | 0.050                            | 6.799                       | 0.000    |
| H4 | PKH → PN    | 0.601                     | 0.602                 | 0.051                            | 11.833                      | 0.000    |
| H5 | PN → NMK    | 0.460                     | 0.469                 | 0.079                            | 5.860                       | 0.000    |
| H6 | PKH → NMK   | 0.270                     | 0.263                 | 0.076                            | 3.546                       | 0.000    |
| H7 | PK → NMK    | 0.149                     | 0.148                 | 0.049                            | 3.042                       | 0.002    |

Source: Processed data, 2026

#### f. Structural Research Model

The structural model estimation results demonstrate that the relationships among variables are consistent with the proposed research framework, with all hypothesized paths exhibiting positive directions, indicating alignment with the underlying theoretical assumptions.



**Figure 1. Structural Model of the Study**

Source: Processed data, 2026

## 4. DISCUSSION

### Interpretation of Main Findings

The results of this study demonstrate that perceived consumer social responsibility serves as a critical antecedent in shaping consumers' evaluations of both price fairness and product quality. This finding indicates that individuals with stronger awareness of social and environmental issues tend to adopt a more favorable cognitive appraisal toward organic rice. In other words, ethical considerations appear to influence not only attitudinal dispositions but also the way consumers interpret core product attributes such as quality and price. This reinforces the notion that consumption decisions are increasingly embedded within a broader socio-environmental context.

Furthermore, the significant influence of perceived quality and perceived price fairness on perceived value highlights that consumers evaluate organic rice through a multidimensional lens. Rather than relying solely on functional attributes, consumers simultaneously consider whether the benefits obtained justify the financial sacrifice incurred. In this regard, perceived value emerges as a central mechanism that translates product evaluations into behavioral intentions. This finding provides

empirical support for the logic of Transaction Utility Theory, which posits that purchasing decisions are driven by the perceived trade-off between benefits and costs.

In addition, the results reveal that perceived value, perceived quality, and perceived price fairness each exert a direct influence on repurchase intention. This suggests that consumers' decisions to repurchase organic rice are not exclusively dependent on an aggregated value perception but are also shaped by specific attribute-based evaluations. Such a pattern indicates that repurchase intention is formed through both holistic and attribute-specific judgments. Consequently, this study extends prior understanding by demonstrating that the formation of repurchase intention involves a more complex interplay between evaluative and cognitive factors than previously assumed.

The findings are broadly consistent with prior research emphasizing the importance of perceived value and quality in driving repurchase behavior within the organic product domain (De Toni et al., 2018; Singh & Alok, 2021). They also support earlier evidence highlighting the role of price fairness in enhancing consumer evaluations and loyalty (Molinillo et al., 2020). However, this study advances the literature by empirically demonstrating the indirect role of perceived consumer social responsibility in influencing repurchase intention through its impact on perceived quality and price fairness. This indirect pathway has received limited attention, particularly in the context of staple organic products in developing economies.

### **Theoretical Implications**

This study offers several important contributions to the development of consumer behavior theory. First, it extends the conventional value-based framework by incorporating perceived consumer social responsibility as an antecedent variable. While prior models have predominantly focused on economic and functional evaluations, the present findings suggest that normative considerations also play a significant role in shaping consumer perceptions. This highlights the need to integrate ethical dimensions into mainstream consumer behavior models, particularly in the context of sustainable consumption.

Second, the findings provide further validation of Transaction Utility Theory in explaining repurchase behavior. The mediating role of perceived value

confirms that consumers engage in evaluative processes that balance perceived benefits against perceived sacrifices. Nevertheless, the presence of direct effects from perceived quality and price fairness to repurchase intention suggests that this evaluative process is not entirely mediated by perceived value. This indicates that certain product attributes may exert an immediate influence on behavioral intentions, thereby pointing to the existence of parallel cognitive pathways. Future theoretical developments should therefore consider both mediated and direct mechanisms in explaining consumer decision-making processes.

### **Practical and Policy Implications**

From a managerial perspective, the findings highlight the importance of developing marketing strategies that emphasize value creation. Enhancing perceived quality should be a primary focus, particularly by ensuring product safety, freshness, and nutritional benefits. At the same time, pricing strategies must be carefully designed to maintain a perception of fairness, as consumers are sensitive not only to price levels but also to the justification behind those prices. Transparent communication regarding production processes and cost structures may help strengthen these perceptions.

The significant role of perceived consumer social responsibility also underscores the importance of educational and communication strategies. Businesses can actively promote the environmental and social benefits of organic rice consumption, thereby reinforcing consumers' sense of responsibility and strengthening positive product evaluations. Such efforts may include sustainability campaigns, eco-labeling, and storytelling approaches that connect products with broader societal values.

From a policy standpoint, government intervention remains essential in fostering consumer trust and market development. Regulatory measures such as certification systems, quality assurance mechanisms, and public awareness campaigns can enhance credibility and reduce uncertainty associated with organic products. These initiatives are expected to strengthen perceived value and ultimately encourage more consistent repurchase behavior among consumers. A positive brand image also contributes to increasing consumer trust in the products or services offered (Solihah et. al., 2023).

### **Limitations and Directions for Future Research**

Despite its contributions, this study is subject to several limitations. The use of a cross-sectional design restricts the ability to capture dynamic changes in consumer behavior over time. Future studies are therefore encouraged to adopt longitudinal approaches to better understand how perceptions and intentions evolve.

In addition, the application of purposive sampling limits the generalizability of the findings. Although the sample meets the research criteria, it may not fully represent the broader population of Indonesian Millennials. Future research could employ probability-based sampling techniques to enhance external validity.

Another limitation concerns the scope of variables included in the model. While this study focuses on key determinants such as perceived value, quality, and price fairness, other potentially relevant factors—such as trust, perceived risk, and social influence—were not examined. Incorporating these variables in future research may provide a more comprehensive understanding of consumer behavior.

Finally, the focus on organic rice as a single product category suggests opportunities for further exploration across different types of organic products. Comparative studies may reveal whether the observed relationships are consistent across product categories or context-specific. Expanding the model by including moderating or mediating variables could also enrich theoretical insights and improve the explanatory power of future studies.

### **5. CONCLUSION**

This study provides empirical evidence on the determinants of repurchase intention for organic rice among Millennials in Indonesia by integrating perceived consumer social responsibility, perceived price fairness, perceived quality, and perceived value into a unified framework. The findings highlight that consumer social responsibility functions as a foundational driver that shapes how individuals evaluate both the fairness of price and the quality of organic rice. These evaluations subsequently contribute to the formation of perceived value, which emerges as the most influential factor in encouraging repurchase intention.

In addition to this indirect mechanism, perceived quality and perceived price fairness are also found to exert direct influences on repurchase intention. This indicates that consumers' decisions to repurchase are not solely based on an overall value assessment but are also influenced by specific judgments regarding product attributes. Therefore, repurchase intention can be understood as the outcome of a multidimensional evaluation process that involves cognitive assessments, value considerations, and ethical awareness.

From a theoretical perspective, this study extends existing consumer behavior models by incorporating perceived consumer social responsibility as an antecedent variable within a value-based framework. This integration provides a more comprehensive explanation of repurchase behavior, particularly in the context of sustainable consumption. Practically, the findings suggest that businesses should prioritize strategies that enhance product quality, ensure transparent and reasonable pricing, and strengthen consumer awareness of the social and environmental benefits associated with organic rice consumption.

### **Limitations and Future Research Directions**

Despite its contributions, this study is subject to several limitations. The cross-sectional design restricts the ability to observe changes in consumer behavior over time, thereby limiting insights into the dynamic nature of repurchase intention. Additionally, the use of purposive sampling may reduce the generalizability of the findings, as the sample may not fully represent the broader population of Indonesian Millennials. The focus on organic rice as a single product category also constrains the applicability of the results to other types of organic products with different characteristics.

Moreover, the model developed in this study includes a limited set of variables. Other relevant factors—such as trust, perceived risk, social influence, and digital engagement—were not incorporated, although they may play a significant role in shaping consumer behavior.

Future research is encouraged to adopt longitudinal approaches to capture behavioral changes over time and to employ probability sampling techniques in order to enhance representativeness. Expanding the conceptual model by incorporating additional variables, either as

mediators or moderators, may provide a deeper understanding of the mechanisms underlying repurchase intention. Furthermore, extending the scope of analysis to different categories of organic products or conducting comparative studies across generational groups could offer richer insights and strengthen theoretical development in the field of sustainable consumer behavior. Future research is encouraged to adopt longitudinal designs to capture behavioral changes over time and to incorporate additional variables such as trust, perceived risk, and digital engagement as potential mediators or moderators in the model.

## REFERENCES

- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. San Diego: Academic Press.
- Chen, M. F. (2007). Consumer attitudes and purchase intentions in relation to organic foods in Taiwan: Moderating effects of food-related personality traits. *Food Quality and Preference*, 18(7), 1008–1021. Oxford: Elsevier.
- Cronin, J. J., Brady, M. K., and Hult, G. T. M. (2000). Assessing the effects of quality, value, and customer satisfaction on consumer behavioral intentions in service environments. *Journal of Retailing*, 76(2), 193–218. New York: Elsevier.
- Dodds, W. B., Monroe, K. B., and Grewal, D. (1991). Effects of price, brand, and store information on buyers' product evaluations. *Journal of Marketing Research*, 28(3), 307–319. Chicago: American Marketing Association.
- Grunert, K. G. (2005). Food quality and safety: Consumer perception and demand. *European Review of Agricultural Economics*, 32(3), 369–391. Oxford: Oxford University Press.
- Hsu, C. L., Chang, K. C., and Chen, M. C. (2017). The impact of website quality on customer satisfaction and purchase intention: Perceived playfulness and perceived flow as mediators. *Information Systems and e-Business Management*, 15(3), 549–570. Berlin: Springer.
- Kotler, P., and Keller, K. L. (2016). *Marketing management* (15th ed.). Harlow: Pearson Education Limited.

- Lee, H. J., and Yun, Z. S. (2015). Consumers' perceptions of organic food attributes and cognitive and affective attitudes as determinants of their purchase intentions toward organic food. *Food Quality and Preference*, 39, 259–267. Oxford: Elsevier.
- Monroe, K. B. (2003). *Pricing: Making profitable decisions* (3rd ed.). New York: McGraw-Hill.
- Paul, J., Modi, A., and Patel, J. (2016). Predicting green product consumption using theory of planned behavior and reasoned action. *Journal of Retailing and Consumer Services*, 29, 123–134. Amsterdam: Elsevier.
- Solihah, U. A., Suci, R. P., Rahayu, Y. I., & Iswari, H. R. (2024). Pengaruh Citra Merek Dan Electronic Word Of Mouth Terhadap Keputusan Pembelian Yang Dimediasi Kepercayaan Konsumen. *Ekoma: Jurnal Ekonomi, Manajemen, Akuntansi*, 3(3), 667–678.
- Sweeney, J. C., and Soutar, G. N. (2001). Consumer perceived value: The development of a multiple item scale. *Journal of Retailing*, 77(2), 203–220. New York: Elsevier.
- Teng, C. C., and Wang, Y. M. (2015). Decisional factors driving organic food consumption: Generation of consumer purchase intentions. *British Food Journal*, 117(3), 1066–1081. Bingley: Emerald Group Publishing.
- Vermeir, I., and Verbeke, W. (2006). Sustainable food consumption: Exploring the consumer "attitude-behavioral intention" gap. *Journal of Agricultural and Environmental Ethics*, 19(2), 169–194. Dordrecht: Springer.
- Wang, J., Tao, J., and Chu, M. (2020). Behind the label: Chinese consumers' trust in food certification and the effect on organic food purchase intention. *Food Control*, 108, 106825. Oxford: Elsevier.
- Yadav, R., and Pathak, G. S. (2016). Young consumers' intention towards buying green products in a developing nation: Extending the theory of planned behavior. *Journal of Cleaner Production*, 135, 732–739. Amsterdam: Elsevier.

Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: A means-end model and synthesis of evidence. *Journal of Marketing*, 52(3), 2–22. Chicago: American Marketing Association.