

ABSTRACT

This study aims to analyze the factors influencing consumers' Actual Buying Behavior of organic rice in Central Java by considering the roles of Attitude Toward Organic Food and Trust in Organic Certification as mediating variables. This study is motivated by increasing consumer awareness of organic products and environmental sustainability, which is not always followed by actual purchasing behavior. A quantitative approach was employed using a survey method through questionnaires distributed to consumers of organic rice in Central Java. The sampling technique used was purposive sampling, with respondents required to have experience purchasing organic products within the last six months. A total of 300 respondents participated in this study. Data were analyzed using Covariance-Based Structural Equation Modeling (CB-SEM) with the Maximum Likelihood Estimation (MLE) method through IBM SPSS AMOS to examine the structural relationships among variables as well as the direct and indirect effects within the research model. The results show that Personal Value and Emotional Value have positive and significant effects on Attitude Toward Organic Food. Furthermore, Green Labeling and Epistemic Value have positive and significant effects on Trust in Organic Certification. Regarding Actual Buying Behavior, Trust in Organic Certification, Personal Value, Emotional Value, and Epistemic Value have positive and significant effects, whereas Attitude Toward Organic Food and Green Labeling do not have significant effects. Epistemic Value has the strongest direct effect on Actual Buying Behavior, with a standardized coefficient of $\beta = 0.379$. The analysis of indirect effects shows that the effect of Green Labeling on Actual Buying Behavior through Trust in Organic Certification is greater than its direct effect. Meanwhile, the effects of Personal Value and Emotional Value on Actual Buying Behavior are more dominant through their direct effects. The coefficient of determination (R^2) of 0.431 indicates that the research model explains 43.1% of the variance in consumers' Actual Buying Behavior of organic rice. This study indicates that the actual purchasing behavior of organic rice consumers is influenced more strongly by cognitive aspects and trust than by attitudes toward organic food. Practically, the findings provide implications for businesses to improve the delivery of information and education regarding organic products and to strengthen the credibility of organic labeling and certification systems in order to encourage consumers' actual purchasing behavior.

Keywords: *Personal Value, Emotional Value, Green Labeling, Epistemic Value, Attitude Toward Organic Food, Trust in Organic Certification, Actual Buying Behavior.*