The purpose of this research was to analyze the factors influencing people's intention to buy organic products in Batam. Independent variables used in this analysis were attitude, subjective norm, perceived behavioral control, health consciousness, and environmental concern. This study was also moderated by the variable awareness of purchase intention as the dependent variable.

This study used 364 respondents obtained from 384 questionnaires distributed through online media tools, namely Google form as sample used using the purposive sampling method. The research data collected were processed through two programs namely Statistical Package for Social Sciences (SPSS) and also Smart PLS version 3.0.

The results of this study indicate that attitude and subjective norm have not significant effect on purchase intention in buying organic products while perceived behavioral control, health awareness, environmental concern, and awareness moderation variables have significant positive effect on purchase intention in buying organic products in Batam.

**Keywords**: purchase intention, organic food, attitude, subjective norm, perceived behavioral control, health consciousness, environment concern and awareness.