

ABSTRACT

Consumer Behaviour of The Organic Rice Pringsewu Regency Production

By

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The purposes of this research were to analyze the process of consumer's decision making on organic rice purchasing and the influencing dominant factors on organic rice purchasing by consumers. This research was conducted in Pringsewu Regency by considering that location one of the central production and the pioneer of organic paddy farming in Lampung Province. The data was collected on June-July 2015 with survey method. The samples of the research were 60 people both men and women that met the criteria such as having experiences on buying and consuming organic rice during the last three months. The data was analyzed by descriptive and statistic using validity, reliability, and principal component analysis. The result showed that the process of decision making on organic rice purchasing by consumer was through all of the stages such as introduction needs, information searching, alternative evaluation, purchase decision and post purchase evaluation. There were three dominant components that influenced decision making on organic rice purchasing. Those components named as follows: habits, appeals, and flavor.

Key words: consumer behavior, organic rice, principal component analysis, purchase decision

ABSTRAK

PERILAKU KONSUMEN DALAM PEMBELIAN BERAS ORGANIK PRODUKSI KABUPATEN PRINGSEWU

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Tujuan penelitian ini adalah untuk menganalisis proses pengambilan keputusan konsumen dalam pembelian beras organik dan faktor-faktor dominan yang mempengaruhi pembelian beras organik oleh konsumen. Penelitian ini dilakukan di Kabupaten Pringsewu dengan pertimbangan daerah tersebut merupakan salah satu pusat produksi dan pelopor budidaya padi organik di Provinsi Lampung. Pengambilan data dilakukan pada bulan Juni-Juli 2015 dengan metode survei. Sampel penelitian ini berjumlah 60 orang terdiri dari laki-laki dan perempuan yang memenuhi kriteria, yaitu pernah membeli dan mengonsumsi beras organik minimal tiga bulan terakhir. Data penelitian dianalisis secara deskriptif dan statistik dengan uji validitas, reliabilitas, dan analisis komponen utama. Hasil penelitian menunjukkan bahwa proses pengambilan keputusan pembelian beras organik oleh konsumen melalui semua tahap, yaitu tahap pengenalan kebutuhan, pencarian informasi, evaluasi alternatif, keputusan pembelian dan evaluasi pasca pembelian. Terdapat tiga komponen dominan yang mempengaruhi keputusan pembelian beras organik. Ketiga komponen tersebut berturut-turut dinamai: komponen kebiasaan, komponen daya tarik, dan komponen aroma.

Kata kunci : analisis komponen utama, beras organik, keputusan pembelian, perilaku konsumen