

## **ABSTRACT**

### **ATTITUDE AND CONSUMER PURCHASE DECISION TO ORGANIC VEGETABLES IN BANDAR LAMPUNG CITY**

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This study aims to determine the characteristics of consumers, consumer attitudes, the stage of the purchasing decision, and the factors that influence the purchase of organic vegetables at Chandra Supermarket in Bandar Lampung City. This research was conducted on purpose in Chandra Supermarket of Bandar Lampung city. The number of consumer respondents as many as 60 people was recruited by accidental sampling. Research data was analyzed by descriptive qualitative and quantitative Fishbein Multi attributes Model, and Seemingly Unrelated Regression (SUR) analysis. The result of this research showed that the characteristics of consumers of organic vegetables at Chandra Supermarket were dominated by women ages 25-50 years. Most consumers graduated from Senior High School, worked as housewives with family income below Rp5.000.000,00 and purchased organic vegetables as many as 1-4 times a month. The consumer attitude (Ao) was to provide the highest value to the cleanliness. Purchasing decisions of organic vegetables through stages of the need recognition, information search, and evaluation of alternative, purchase, and post of purchase behavior. Factor that influenced positively on the purchasing of organic vegetables was freshness, while factors that influenced negatively were the ratio of price to incomes, the cleanliness and wholeness of leaves.

Key words: attitude, cleanliness, organic vegetables, purchasing decisions.

## **ABSTRAK**

### **SIKAP DAN PENGAMBILAN KEPUTUSAN PEMBELIAN SAYURAN ORGANIK OLEH KONSUMEN DI KOTA BANDAR LAMPUNG**

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Penelitian ini bertujuan untuk mengetahui karakteristik konsumen, sikap konsumen, serta tahapan pengambilan keputusan dan faktor yang mempengaruhi pembelian sayuran organik di Swalayan Chandra Tanjung Karang Kota Bandar Lampung. Penelitian ini dilakukan di Swalayan Chandra Tanjung Karang yang dipilih secara sengaja. Sampel penelitian sebanyak 60 orang dipilih melalui *accidental sampling*. Data penelitian dianalisis secara deskriptif kualitatif dan kuantitatif menggunakan model multiatribut *fishbein* dan Analisis SUR (*Seemingly Unrelated Regression*). Hasil penelitian menunjukkan bahwa konsumen didominasi oleh perempuan berusia 25-50 tahun. Pekerjaan konsumen adalah ibu rumah tangga berpendidikan tamat SMA dengan pendapatan di bawah Rp 5.000.000,00/ bulan dan frekuensi pembeliannya sebanyak 1-4 kali sebulan. Sikap konsumen (Ao) memberi nilai tertinggi terhadap kebersihan. Tahapan pengambilan keputusan pembelian oleh konsumen sayuran organik melalui pengenalan kebutuhan, pencarian informasi, evaluasi alternatif, keputusan pembelian, dan perilaku pasca pembelian. Faktor-faktor yang berpengaruh positif terhadap pembelian sayuran organik adalah kesegaran sedangkan yang berpengaruh negatif adalah rasio harga sayuran organik terhadap pendapatan, kebersihan dan keutuhan daun.

Kata kunci : kebersihan, keputusan pembelian, sayuran organik, sikap.