ABSTRACT

ANALYSIS OF CONSUMER BEHAVIOUR OF THE VEGETABLES PURCHASE AT TRADITIONAL MARKET IN METRO CITY

By

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The purpose of this study is to determine the consumer characteristics, consumer attitudes, the stages of decision making, and factors that influence vegetable purchase at Traditional Market in Metro City. This study used a survey method. The research sample of 60 people was selected through accidental sampling. The research data were analyzed by quantitative descriptive, Multi-Attribute Fishbein, and Seemingly Unrelated Regression Analysis. The results showed that most of the consumers were Javanese aged 25-35 years old with the marital status of consumers who were wives whose household members were 3-4 people. Vegetable consumers were mostly housewives who graduated from high school and had income below IDR3,000,000/month. The highest consumer attitude towards vegetables was given to spinach. Purchasing decision making by vegetable consumers was done by needs recognition, information seeking, alternative evaluation, purchasing decisions, and post-purchase evaluation. The appetites for each type of vegetable influenced the amount they bought. In addition, the purchase of eggplant was influenced by its price, spinach, cassava leaves and eggs prices, and appetite towards spinach; of long beans was influenced by its price and tempeh price, number of household members, and appetite for spinach; of spinach was influenced by its price, long beans and tempeh prices, and household income; of water spinach was influenced by appetite for spinach; while of cassava leaves was influenced by its price and tempeh price, household income, and number of household members.

Key words: appetite, attitude, consumer behavior, purchasing, vegetables.

ABSTRAK

**ANALISIS PERILAKU KONSUMEN DALAM PEMBELIAN SAYURAN
DI PASAR TRADISIONAL KOTA METRO**

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Penelitian ini bertujuan untuk mengetahui karakteristik konsumen, sikap konsumen, serta tahapan pengambilan keputusan dan factor-faktor yang mempengaruhi pembelian sayuran di Pasar Tradisional Kota Metro. Penelitian ini dilakukan menggunakan metode survey di mana sampel penelitian sebanyak 60 orang dipilih melalui *accidental sampling*. Data penelitian dianalisis secara deskriptif kuantitatif, Multiatribut *Fishbein*, dan Analisis *Seemingly Unrelated Regression*. Hasil penelitian menunjukkan bahwa sebagian besar konsumen bersuku Jawa usia 25-35 tahun berstatus menikah dengan jumlah anggota rumah tangga 3-4 orang. Pekerjaan sebagian besar konsumen sebagai ibu rumah tangga yang berpendidikan tamat SMA dengan pendapatan di bawah Rp3.000.000/bulan. Sikap konsumen terhadap sayuran yang tertinggi ditujukan untuk bayam. Pengambilan keputusan pembelian sayuran oleh konsumen melalui tahap pengenalan kebutuhan, pencarian informasi, evaluasi alternatif, keputusan pembelian, dan evaluasi pasca pembelian. Selera konsumen pada setiap jenis sayuran berpengaruh terhadap jumlah yang dibelinya. Selain itu, pembelian terong dipengaruhi oleh harga terong, bayam, daun ketela pohon, dan telur serta selera pada bayam; pembelian kacang panjang dipengaruhi oleh harga tempe, jumlah anggota RT dan selera terhadap bayam; pembelian bayam dipengaruhi oleh harga bayam, kacang panjang dan tempe serta pendapatan RT; pembelian kangkung dipengaruhi oleh selera terhadap bayam; sedangkan pembelian daun ketela pohon dipengaruhi oleh harga daun ketela pohon dan tempe, pendapatan RT, jumlah anggota RT.

Kata kunci : pembelian, perilaku konsumen, sayuran, sikap, selera.