

## ABSTRACT

**By: SESOTYA ARIANI. The Factors that Influence the Decision of Consumers in Purchasing the Organic Fertilizer (Case Study UD. Tani Maju Yogyakarta). Supervisors NANIK DARA SENJAWATI and BUDIARTO.**

The research aims to understand the factors that influence the decision of consumers in purchasing the organic fertilizer in UD. Tani Maju. The research method that is used research is descriptive analysis with data collection techniques through the result of the interview and shares the questioner with types of primer and secondary. The sample taking location is based on the method of case study in UD. Tani Maju (Magelang Street KM 5,6 Yogyakarta). The procedure that is used to take the respondent is *Convenience Sampling* or in other terms is *Accidental Sampling*, the number of respondents are 100 people consisting of 50 people who buys and 50 people who do not buy. The data analysis method that is used with analysis logit. The result of this research shows that from the 10 factors that are analyzed, there are only 2 factors that significantly affect the decision of purchasing organic fertilizer in UD. Tani Maju Yogyakarta, namely the media and the confidence.

Keywords: decision in purchasing, consumer behavior, organic fertilizer, the media, the confidence.