

MOHAMMAD FADHIL ARIF. 2025. Analisis Keputusan Pembelian Sayur Kemasan di Pasar Tradisional Pada Generasi Z (Studi Kasus di Pasar Prawirotaman, Kota Yogyakarta). Pembimbing Budiarto dan Dwi Aulia Puspitaningrum.

ABSTRAK

Tujuan penelitian ini untuk (1) mengetahui karakteristik dan perilaku generasi z pembeli sayur kemasan di Pasar Tradisional Prawirotaman, dan (2) Menganalisis keputusan pembelian sayur kemasan di Pasar Tradisional Prawirotaman pada generasi z melalui pengaruh secara langsung pada faktor persepsi, preferensi, minat beli, dan pengaruh tidak langsung pada faktor persepsi, preferensi yang dimediasi minat beli. Penelitian dilakukan dengan pendekatan kuantitatif, jenis penelitian survei, dan metode pengambilan sampel insidental dengan jumlah responden 75 orang. Teknik analisis yang digunakan adalah metode deskriptif dan *partial least squares - structural equation modeling* (PLS-SEM). (1) Karakteristik generasi z pembeli sayur kemasan di Pasar Tradisional Prawirotaman didominasi pada rentang umur 19-24 tahun, gender wanita, SMA / Sederajat, belum menikah, berada pada interval penghasilan rendah per bulan, dan berada pada interval pengeluaran rendah per bulan. Perilaku generasi z pembeli sayur kemasan di Pasar Tradisional Prawirotaman didominasi frekuensi kunjungan yang rendah, terpengaruh oleh harga dalam pemilihan tempat pembelian, terpengaruh kebersihan dalam pemilihan lokasi, dan tidak terpengaruh sosial media dalam pemilihan produk. (2) Faktor-faktor yang mempengaruhi keputusan pembelian generasi z dalam membeli sayur kemasan di Pasar Tradisional Prawirotaman, Persepsi, preferensi, dan minat beli berpengaruh langsung secara signifikan terhadap keputusan pembelian. Pengaruh tidak langsung persepsi dan preferensi melalui minat beli tidak signifikan dengan nilai jalur langsung lebih kuat daripada dengan variabel mediasi

Kata Kunci : Pasar tradisional, Generasi Z, Sayur kemasan

MOHAMMAD FADHIL ARIF. 2025. Analysis of Purchase Decisions of Packaged Vegetables in Traditional Markets Among Generation Z (Case Study in Prawirotaman Market, Yogyakarta City). Supervised by Budiarto and Dwi Aulia Puspitaningrum.

ABSTRACT

The objective of this study was to (1) find out characteristics and behaviours of generation z buyers of packaged vegetables at Prawirotaman Traditional Market, (2) Analyze the purchasing decisions of packaged vegetables at Prawirotaman Traditional Market in generation Z through direct influence on perception factors, preferences, purchasing interest, and indirect influence on perception factors, preferences mediated by purchasing interest. Research designed with incidental sampling method, with a total of 75 respondents. The analysis technique that was employed was the descriptive method and partial least squares -structural equation modeling (PLS-SEM). (1) Characteristics of Generation Z buyers of packaged vegetables at the Prawirotaman Traditional Market were dominated by the age range of 19-24 years, female gender, high school or equivalent education, unmarried status, in the low-income interval per month, and in the low-expenditure interval per month. Behaviors of Generation Z buyers of packaged vegetables at the Prawirotaman Traditional Market were dominated by low visit frequency, influenced by price in the selection of purchase locations, influenced by cleanliness in the selection of locations, and not influenced by social media in the selection of products. (2) Factors influencing Generation Z's purchasing decisions in purchasing packaged vegetables at Prawirotaman Traditional Market: Perception, preference, and purchase intention have a significant direct influence on purchasing decisions. The indirect influence of perception and preference through purchase intention is not significant with the direct path value being stronger than with the mediating variable.

Keywords: Traditional market, Generation Z, Packaged vegetables