

## ABSTRAK

EFI SUMARLININGSIH. Analisis Faktor-Faktor Yang Mempengaruhi Keputusan Konsumen Dalam Membeli Sayuran Organik di Supermarket Kabupaten Sleman dengan pembimbing BUDIARTO dan JUARINI.

Tujuan penelitian ini adalah (1) Menganalisis pengaruh faktor budaya, kelas sosial, kelompok acuan, keluarga, gaya hidup, persepsi, dan sikap terhadap keputusan konsumen dalam membeli sayuran organik dan (2) Mengidentifikasi pengetahuan konsumen terhadap sayuran organik dalam rangka keamanan pangan di Supermarket Kabupaten Sleman. Metode penelitian yang digunakan dalam penelitian ini adalah metode *survey*. Penentuan lokasi penelitian dilakukan secara sengaja (*purposive*) dengan pertimbangan di supermarket tersebut menjual sayuran organik merek TOM (Tani Organik Merapi) Gemilang yang sudah bersertifikat SNI 6729-2010 No. : 014/LSPO-007-IDN/0712/2013. Penelitian dilakukan di empat supermarket yang ada di Kecamatan Depok, Kabupaten Sleman yaitu Mirota Babarsari, Lion Superindo Jalan Kaliurang, Lion Superindo Seturan dan Giant Ekspres Depok. Pengambilan responden dilakukan dengan cara *Quota sampling*. Sampel dalam penelitian ini adalah konsumen yang membeli sayuran organik maupun yang tidak membeli sayuran organik di Supermarket Mirota Babarsari, Lion Superindo Jalan Kaliurang, Lion Superindo Seturan, dan Giant Ekspres Depok sebanyak 120 (seratus dua puluh) orang, dimana masing-masing konsumen pada satu supermarket berjumlah 30 (tiga puluh) orang. Teknik pengumpulan data menggunakan observasi, wawancara dan pencatatan. Teknik analisis yang digunakan adalah analisis regresi logistik dan analisis deskriptif. Hasil penelitian menunjukkan bahwa: (1) Budaya, kelas sosial, keluarga, dan sikap berpengaruh terhadap keputusan konsumen dalam membeli sayuran organik, sedangkan kelompok acuan, gaya hidup dan persepsi tidak berpengaruh terhadap keputusan konsumen dalam membeli sayuran organik (2) Pengetahuan konsumen dalam rangka keamanan pangan sudah tinggi, baik yang membeli maupun yang tidak membeli sayuran organik.

Kata Kunci : Faktor Keputusan Pembelian, Sayuran Organik, Pengetahuan Konsumen, Keamanan Pangan

## *ABSTRACT*

**EFI SUMARLININGSIH.** *The Analysis of Factors Influencing Consumer's Decision in Buying Organic Vegetables in Supermarkets Located in Sleman Regency - Supervised by BUDIARTO and JUARINI.*

*This research is intended to (1) analyze the influences of cultural factors, social classes, reference groups, families, life style, perception as well as the consumers' decision in buying organic vegetables and (2) identify the consumers' knowledge about the organic vegetables in the framework of food safety in Supermarkets. The research applied here was a survey method. The survey location was purposively decided in four supermarkets assumed to sell organic vegetables under the trademark of TOM (Tani Organik Merapi) Gemilang which has already been certified by SNI 6729-2010 No. : 014/LSPO-007-IDN/0712/2013. The research was conducted in four supermarkets located in Depok Sub-District, Sleman Regency, Mirota Babarsari, Lion Superindo Jalan Kaliurang, Lion Superindo Seturan and Giant Expres Depok. The respondents were taken through Quota Sampling. The respondents in this research were the consumers both buying and not-buying the organic vegetables in Mirota Babarsari, Lion Superindo Jalan Kaliurang, Lion Superindo Seturan, and Giant Expres Depok. There were 120 respondents from the four supermarkets meaning that there were 30 respondents from each supermarket. The data were collected through observation, interview and notes taking. The analysis models used in this research were Logistic Regression Analysis and descriptive analysis. The results of this research showed that (1) culture, social classes, families, and attitude significantly influenced the consumers' decision to buy organic vegetables meanwhile the reference groups, perception, and life style did not significantly influence the consumers' decision to buy organic vegetables ; (2) however, the consumers' knowledge, concerning the food safety, of either buying or not-buying organic vegetables is quite high.*

**Keywords:** *Decision Making Factor, Organic Vegetable, Culture, Consumers' Knowledge, Food Safety*