

## **ABSTRACT**

MUHAMMAD KUSBERYUNADI. The Analysis on Demographic Factors in Purchasing Decision on Fruits in Yogyakarta Municipality. Supervised by Budiarto and Sri Wuryani.

This research aimed to analyze the effects of demographic factors (age, gender, education level, occupation, income level, marital status, type of family, location of residence, and type of household) on purchasing decisions of fruit in Yogyakarta Municipality and to analyze the content of formalin preservative within imported fruits and local fruits. Survey method was used in this research. The analysis model exploited was logistic regression analysis and one-way analysis of variance (one-way Anova). Variables in this research involved age, gender, education level, occupation, income level, marital status, type of family, location of residence, and type of household. Result showed that age, sex, education level, occupation, income level, marital status, type of family, and type of household significantly affected the decision to purchase fruits, while the location of residence significantly did not affect the decision to purchase fruits. The imported fruits identified containing formalin involved Royal Gala apples, Washington apples, Fuji apples and Red grapes with content levels of 0.08720 ppm, 0.07575 ppm, 0.06300 ppm, and 0.08260 ppm, respectively, and no difference in formalin content averaged was detected in these four imported fruits. No formalin content was detected within the imported fruits of Green grapes, Mandarin oranges, Ponkam oranges, Sunkist oranges and the local fruits including Manalagi apples, Siam oranges, and Bali grapes

Keywords: demographic factors, imported fruits, and local fruits