

## INTISARI

Penelitian ini bertujuan untuk mengetahui sikap konsumen terhadap sayuran organik dan hubungan sikap konsumen dengan karakteristik konsumen sayuran organik di Daerah Istimewa Yogyakarta. Analisis Fishbein digunakan untuk mengetahui sikap konsumen terhadap atribut sayuran organik di Daerah Istimewa Yogyakarta. Tabulasi silang dan uji *Chi-square* digunakan untuk mengetahui hubungan sikap konsumen dengan karakteristik konsumen. Hasil penelitian menunjukkan bahwa sikap konsumen sayuran organik di Daerah Istimewa Yogyakarta terhadap atribut kenampakan fisik dan harga tergolong positif, sedangkan sikap konsumen terhadap atribut akses, kemasan, dan label sertifikasi pada sayuran organik tergolong negatif. Terdapat hubungan positif antara sikap konsumen sayuran organik di Daerah Istimewa Yogyakarta dengan persepsi konsumen terhadap lingkungan, kesehatan, dan keamanan pangan, sedangkan pendidikan, pendapatan dan jenis kelamin konsumen tidak terdapat hubungan dengan sikap konsumen.

**Kata kunci:** sikap konsumen, fishbein, tabulasi silang, sayuran organik

## **ABSTRACT**

*This research aims to determine consumer attitude towards organic vegetables and the relationship between consumer attitude and characteristics of organic vegetables consumers in The Special Region of Yogyakarta. Fishbein analysis was conducted to determine consumer attitude towards organic vegetables in The Special Region of Yogyakarta. Cross tabulation and Chi-square test was used to determine the relationship between consumer attitude and characteristics of organic vegetables consumers. The result of this study showed that consumer attitude towards physical appearance physical appearances and price is positive, while the other attributes such as access, packaging, and certification label is negative. There is positive relationship between consumer attitudes towards organic vegetables and consumer perception towards environmental, health, and food safety, while the other characteristics such as education, income, and gender have no relationship with consumer attitudes towards organic vegetables in The special region of Yogyakarta.*

**Keywords:** *consumer attitude, fishbein, cross tabulation, organic vegetables*



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