

## INTISARI

Konsumsi buah-buahan di Indonesia masih di bawah target konsumsi ideal yang dianjurkan oleh WHO. Salah satu buah yang kaya akan nutrisi sekaligus merupakan buah dengan hasil panen terbanyak di Daerah Istimewa Yogyakarta adalah buah mangga. Penelitian ini bertujuan untuk mengetahui sikap konsumen terhadap pembelian buah mangga segar di pasar tradisional dan toko modern yang berlokasi di DIY. Terdapat dua objek yang dianalisis yakni tempat pembelian buah mangga segar yakni pasar tradisional dan toko modern serta mangga segar yang dijual.

Metode yang digunakan dalam penelitian ini adalah model sikap *Fishbein*, yang menyatakan bahwa sikap konsumen terhadap obyek ditentukan oleh sikapnya terhadap atribut-atribut yang dimiliki obyek tersebut. Terdapat 110 responden yang berdomisili di DIY berpartisipasi dalam penelitian ini. Teknik pengumpulan data dilakukan dengan kuesioner.

Hasil penelitian menunjukkan bahwa sikap konsumen terhadap lokasi pembelian mangga di toko modern lebih baik dari pasar tradisional, dan mangga yang dijual di toko modern juga memiliki nilai sikap yang lebih tinggi daripada mangga yang dijual di pasar tradisional.

Kata kunci: atribut, mangga, pasar tradisional, sikap konsumen, toko modern

## **ABSTRACT**

Fruits consumption in Indonesia is still under the ideal amount suggested by WHO and Indonesian Ministry of Health. One of fruits that contains a lot nutrients is mango. Mango is also fruits with the most yields among all fruits harvested in Special Region of Yogyakarta. The purpose of this research is to find out about consumers' attitude of buying mangoes in traditional and modern market that are located at Special Region of Yogyakarta. Two objects were analyzed, they were the locations (buildings) where mangoes were being sold and the mangoes itself.

Fishbein attitude model was used as the method of this research. According to this method it was said that the consumers' attitude of an object was determined by the attitude of attributes on each object. 110 participants were participating in this research to fill the questionnaire form.

The result of this research shows that consumers' attitude towards buying mangoes in the modern market got higher attitude score for both in terms of locations (places) and the mangoes itself.

Key words: attributes, consumers' attitude, mangoes, modern market, traditional market