

INTISARI

Sayur organik merupakan produk hortikultura yang sudah mulai banyak dikonsumsi oleh masyarakat di Kabupaten Sleman. Keanekaragaman atribut yang melekat pada sayur organik menjadi salah satu dasar dalam pengambilan keputusan pembelian. Penelitian ini bertujuan untuk (1) mengetahui sikap konsumen terhadap atribut sayur organik di Kabupaten Sleman dan (2) mengetahui karakteristik konsumen sayur organik di Kabupaten Sleman. Pengambilan data dilakukan di usaha tani organik, supermarket, dan toko produk organik dengan wawancara terhadap 50 responden menggunakan metode *accidental sampling*. Metode analisis yang digunakan, yaitu analisis multiatribut Fishbein untuk mengetahui sikap konsumen terhadap atribut sayur organik di Kabupaten Sleman dan tabulasi silang untuk mengetahui karakteristik konsumen sayur organik di Kabupaten Sleman. Hasil penelitian menunjukkan bahwa sikap konsumen sayur organik di Kabupaten Sleman terhadap atribut tampilan fisik dan kesegaran tergolong positif, sedangkan sikap konsumen terhadap atribut harga, kergaman jenis, kemasan, dan label organik tergolong netral. Karakteristik konsumen sayur organik di Kabupaten Sleman mayoritas berjenis kelamin perempuan, berusia 35-44 tahun, berstatus sudah menikah, berpendidikan akhir sarjana (S1), bekerja sebagai ibu rumah tangga, dan memiliki rata-rata pendapatan keluarga >Rp10.000.000,00 per bulan.

Kata kunci: karakteristik konsumen, multiatribut Fishbein, sayur organik, sikap konsumen, tabulasi silang.

ABSTRACT

Organic vegetables are horticultural products that have begun to be widely consumed by people in Sleman Regency. The diversity of attributes inherent in organic vegetables is one of the bases for making purchasing decisions. This study aims to (1) determine consumer attitudes towards organic vegetable attributes in Sleman Regency and (2) determine the characteristics of organic vegetable consumers in Sleman Regency. Data were collected at organic farms, supermarkets, and organic product stores by interviewing 50 respondents using the accidental sampling method. The analysis method used, namely Fishbein multi-attribute analysis to determine consumer attitudes towards organic vegetable attributes in Sleman Regency and cross tabulation to determine the characteristics of organic vegetable consumers in Sleman Regency. The results showed that the attitudes of organic vegetable consumers in Sleman Regency towards the attributes of physical appearance and freshness were positive, while consumer attitudes towards the attributes of price, variety, packaging, and organic labeling were neutral. The characteristics of organic vegetable consumers in Sleman Regency are mostly female, 35-44 years old, married, have a bachelor's degree (S1), occupy as housewives, and have an average family income of >Rp10,000,000.00 per month.

Keywords: *consumer characteristics, Fishbein multi-attribute, organic vegetables, consumer attitude, cross tabulation.*