

INTISARI

Daerah Istimewa Yogyakarta menjadi daerah yang memiliki potensi besar untuk penanaman bawang merah. Disisi lain, pertumbuhan pasar organik semakin pesat setiap tahunnya. Dalam upaya pengembangan produk bawang merah menjadi organik di Daerah Istimewa Yogyakarta maka penelitian ini bertujuan untuk (1) mengetahui intensi pembelian bawang merah organik masyarakat Daerah Istimewa Yogyakarta dan (2) mengetahui faktor-faktor yang memengaruhi intensi pembelian bawang merah organik di Daerah Istimewa Yogyakarta. Penelitian ini melibatkan sampel sejumlah 70 orang masyarakat Daerah Istimewa Yogyakarta yang mengenal dan mengetahui bawang merah organik. Sampel dipilih dengan metode insidental sampling. Pengambilan data dilakukan dengan menggunakan kuesioner berbentuk ceklis dengan skala Likert. Data dianalisis menggunakan analisis deskriptif dengan perhitungan *mean score* dan metode *path analysis*. Berdasarkan hasil analisis diketahui bahwa tingkat intensi pembelian bawang merah organik memiliki nilai rata-rata sebesar 3,41 dengan standar deviasi 0,30 yang memiliki arti bahwa intensi pembelian bawang merah organik masyarakat Daerah Istimewa Yogyakarta dikategorikan tinggi. Sikap, norma subjektif, dan persepsi manfaat kesehatan yang semakin tinggi akan meningkatkan intensi pembelian bawang merah organik masyarakat Daerah Istimewa Yogyakarta. Sementara itu, persepsi kontrol perilaku dan persepsi manfaat keberlanjutan tidak berpengaruh signifikan terhadap intensi pembelian bawang merah organik. Sikap mampu memediasi hubungan antara persepsi manfaat kesehatan dengan intensi pembelian bawang merah organik masyarakat Daerah Istimewa Yogyakarta. Namun, sikap tidak dapat memediasi hubungan antara persepsi manfaat keberlanjutan dengan intensi pembelian bawang merah organik.

Kata kunci: Bawang merah organik, intensi pembelian, *theory of planned behavior*

ABSTRACT

Daerah Istimewa Yogyakarta is an area that has great potential for onion cultivation. On the other hand, the growth of the organic market is increasing rapidly every year. In an effort to develop organic shallot products in Daerah Istimewa Yogyakarta, this study aims to (1) determine the purchase intention of organic shallots in Daerah Istimewa Yogyakarta and (2) determine the factors that influence the purchase intention of organic shallots in Daerah Istimewa Yogyakarta. This study involved a sample of 70 people from Daerah Istimewa Yogyakarta who know and recognize organic shallots. The sample was selected using incidental sampling method. Data were collected using a checklist-shaped questionnaire with a Likert scale. The data were analyzed using descriptive analysis with the calculation of mean score and path analysis method. Based on the results of the analysis, it is known that the level of intention to purchase organic shallots has an average value of 3.41 with a standard deviation of 0.30, which means that the intention to purchase organic shallots in the people of Daerah Istimewa Yogyakarta is categorized as high. Higher attitudes, subjective norms, and perceived health benefits will increase the purchase intention of organic shallots in the people of Daerah Istimewa Yogyakarta. Meanwhile, perceived behavioral control and perceived sustainability benefits have no significant effect on the intention to purchase organic shallots. Attitudes are able to mediate the relationship between perceived health benefits and the purchase intention of organic shallots in the people of Daerah Istimewa Yogyakarta. However, attitudes cannot mediate the relationship between perceived sustainability benefits and organic shallot purchase intention.

Keywords: Organic shallots, purchase intention, theory of planned behavior