



INTISARI

PERILAKU KONSUMEN BERAS ORGANIK DI KABUPATEN BANYUMAS

Penelitian ini bertujuan untuk mengetahui (1) proses pengambilan keputusan pembelian oleh konsumen beras organik di Kabupaten Banyumas; (2) Faktor-faktor yang mempengaruhi perilaku konsumen beras organik di Kabupaten Banyumas dalam pengambilan keputusan pembelian; (3) Sikap konsumen di Kabupaten Banyumas terhadap beras organik. Penelitian ini dilakukan di 2 supermarket besar yang berada di pusat kota Kabupaten Banyumas. Pemilihan sampel lokasi dilakukan dengan metode *purposive sampling*, dan pengambilan sampel responden dilakukan dengan menggunakan metode *incidental sampling*. Metode dasar yang digunakan dalam penelitian ini yaitu metode deskriptif. Untuk mengetahui proses pengambilan keputusan pembelian beras organik oleh konsumen, digunakan analisis deskriptif. Hasilnya, konsumen di Kabupaten Banyumas dalam membuat keputusan untuk membeli beras organik akan melalui 5 tahap yaitu tahap pengenalan masalah, pencarian informasi, evaluasi alternatif, keputusan pembelian, dan pasca pembelian. Faktor-faktor yang mempengaruhi perilaku konsumen beras organik diketahui dengan menggunakan analisis faktor. Hasil analisis menunjukkan bahwa perilaku konsumen beras organik di Kabupaten Banyumas dipengaruhi oleh faktor psikologi, sosial, pribadi, dan budaya. Sikap konsumen di Kabupaten Banyumas terhadap beras organik diketahui dengan menggunakan analisis Multiatribut Fishbein. Hasil analisis menunjukkan bahwa beras organik telah mendapat sikap positif dari Konsumen di Kabupaten Banyumas.

Kata kunci : Beras organik, perilaku konsumen, keputusan pembelian, analisis faktor, sikap konsumen, multiatribut fishbein



ABSTRACT

CONSUMERS' BEHAVIOUR TOWARDS ORGANIC RICE IN BANYUMAS REGENCY

This research aims to find out (1) the decision making process for purchasing organic rice by consumers in Banyumas Regency; (2) factors that affecting consumers' behaviour in decision making for purchasing organic rice by consumers in Banyumas Regency; (3) consumer attitude toward organic rice in Banyumas Regency. This research was conducted in 2 large supermarkets in the city center of Banyumas Regency. The location sample was selected using purposive sampling method, and the sampling of respondents was carried out using the incidental sampling method. The basic method used in this research is descriptive method. To find out the process of consumer purchasing decisions making for organic rice, descriptive analysis was used. As a result, consumers in Banyumas Regency in making decisions to buy organic rice will go through 5 stages, namely the problem recognition, information search, evaluation of alternatives, purchasing decisions, and post-purchase behaviour. The factors that influence consumer behavior of organic rice were identified using factor analysis. The results of the analysis show that the behavior of organic rice consumers in Banyumas Regency is influenced by psychological, social, personal, and cultural factors. The attitude of consumers in Banyumas Regency towards organic rice was identified using the Fishbein Multi-attribute analysis. The results of the analysis show that organic rice has received positive attitudes from consumers in Banyumas Regency.

Keywords: *Organic rice, consumer behavior, purchase decisions, factor analysis, consumer attitudes, fishbein*