



INTISARI

Penelitian ini bertujuan untuk mengetahui karakteristik konsumen, proses keputusan pembelian, sikap konsumen, perbedaan sikap konsumen berdasarkan karakteristik, dan perilaku konsumen. Metode dasar yang digunakan pada penelitian ini adalah metode deskriptif. Lokasi penelitian dipilih dengan metode *purposive sampling*. Sampel konsumen dipilih dengan metode *incidental sampling*. Data primer dan data sekunder dalam penelitian diperoleh melalui observasi, wawancara, survei kuesioner, dan pengambilan basis data. Hasil menunjukkan bahwa karakteristik konsumen didominasi oleh wanita, berusia produktif, sudah menikah, jumlah anggota keluarga antara tiga hingga empat orang, berpendidikan sarjana, berprofesi sebagai pegawai swasta, pendapatan keluarga per bulan lebih dari Rp 5.000.000, pengeluaran pangan per bulan antara Rp 1.000.000 hingga Rp 1.500.000, dan tujuan konsumsi untuk keluarga. Proses keputusan pembelian dilakukann secara lengkap yaitu pengenalan kebutuhan, pencarian informasi, evaluasi alternatif, keputusan pembelian, dan purna pembelian. Sikap konsumen dalam membeli sayur organik berdaun terletak pada kategori sangat positif artinya tanpa berpikir panjang konsumen pasti membeli sayur organik berdaun. Berdasarkan karakterisiknya tidak terdapat perbedaan sikap antar konsumen. Frekuensi pembelian sayur organik berdaun oleh konsumen dilakukan sebanyak satu kali dalam seminggu dengan jenis sayur yang sering dikonsumsi adalah bayam.

Kata kunci: sayuran organik berdaun, proses keputusan pembelian, perilaku konsumen, sikap konsumen.



ABSTRACT

This research aims to determine the characteristics of the consumers, the purchase decision process, consumers attitude, differences in attitudes of the consumers based on the characteristics, and consumers behavior. The basic method of this research is descriptive method. Research location was selected by using purposive sampling method. Consumer samples were selected by using incidental sampling method. Primary and secondary data in this research are taken by observation, interview, questionnaire survey, and database retrieval. The results show that consumers characteristics are dominated by women, productive age, married, number of family members between three to four people, under-graduated education, work as private employees, family income per month is more than Rp 5.000.000, food expenditure per month between Rp 1.000.000 to Rp 1.500.000, and it is for family consumption. Purchase decision process is completely done by understanding the need, looking for information, evaluating the alternatives, purchasing decision, and satisfactory after purchasing. Consumer attitude lies on very positive category. It means that without thinking much, consumers certainly buy organic leafy-vegetables. According to their characteristics there is no difference among the attitude of the consumers. Buying frequency the organic-leafy vegetable by consumer is once a week which spinach is the most vegetable to be consumed.

Keywords: *organic leafy-vegetable, purchase decision process, consumer behavior, consumer attitude.*