



## DAFTAR PUSTAKA

- Adiyoga, W., & Nurmalinda. 2012. Analisis Konjoin Preferensi Terhadap Atribut Produk Kentang, Bawang Merah dan Cabai Merah. *Jurnal Hortikultura*. 22 (3).
- A. Saba, E. Moneta, M. Peparaio, F. Sinesio, M. Vassallo, F. Paoletti. 2018. Towards a Multi-Dimensional Concept of Vegetable Freshness from the Consumer's Perspective. *Food Quality and Preference*. 66: 1–12.
- Adeoye, I. B., Adegbite, O. O., Fashogbon, A. E., & Layade, A. A. 2015. Consumer Purchasing Behavior for Tomatoes. *International Journal of Vegetable Science*. 22 (3): 259-265.
- Assael, H. 2002. *Consumer Behavior and Marketing Action*. Ed 4th:167-170. Publishing Company. Boston: DW Kent.
- Ashari, S. 1995. *Hortikultura: Aspek Budidaya*. Jakarta: UI-Press.
- Baihaki, A. 2003. Aspek Sosial Ekonomi Dalam Pemanfaatan dan Pelestarian Keanekaragaman Hayati Jawa Barat. *Jurnal Ekologi dan Biodiversitas Tropika*, 2(2): 54-60.
- Baliwati, Y. F., Khomsan, A., Dwiriani, M. C. 2004. *Pengantar Pangan dan Gizi*. Jakarta: Swadaya.
- [BPS] Badan Pusat Statistik. 2018. *Statistik Tanaman Sayuran & Buah-buahan Semusim Indonesia*. Jakarta: Badan Pusat Statistik.
- [BPS] Badan Pusat Statistik Provinsi Daerah Istimewa Yogyakarta. 2019. *Indikator Pertanian Daerah Istimewa Yogyakarta 2013-2017*. Yogyakarta: Badan Pusat Statistik.
- [BPS] Badan Pusat Statistik. 2020. *Jumlah Penduduk Menurut Kabupaten/Kota di Daerah Istimewa Yogyakarta (Jiwa) 2017-2019*. <<https://yogyakarta.bps.go.id/indicator/12/133/1/jumlah-penduduk-menurut-kabupaten-kota-di-d-i-yogyakarta-.html>>. (Diakses pada 1 Oktober 2020).
- [BPS] Badan Pusat Statistik Provinsi Daerah Istimewa Yogyakarta. 2020. *Provinsi Daerah Istimewa Yogyakarta Dalam Angka 2020*. Yogyakarta: Badan Pusat Statistik.
- [BPS] Badan Pusat Statistik Provinsi Daerah Istimewa Yogyakarta. 2020. *Statistik Holtikultura Daerah Istimewa Yogyakarta 2019*. Yogyakarta: Badan Pusat Statistik.
- [BALITSA] Balai Penelitian Tanaman Sayuran. 2018. *Varietas Tomat*. Badan Penelitian dan Pengembangan Pertanian Kementerian Pertanian. <<https://balitsa.litbang.pertanian.go.id/ind/index.php/varietas/tomat>>. (Diakses pada 4 Juli 2021).
- [BAPPEDA] Badan Perencanaan Pembangunan, Penelitian dan Pengembangan Daerah. 2021. *Laju Pertumbuhan Ekonomi Daerah Istimewa Yogyakarta*



- 2016-2020. <[http://bappeda.jogjaprov.go.id/dataku/data\\_dasar/index/413-laju-pertumbuhan-ekonomi?id\\_skpd=29](http://bappeda.jogjaprov.go.id/dataku/data_dasar/index/413-laju-pertumbuhan-ekonomi?id_skpd=29)>. (Diakses pada 10 April 2021).
- Barbe, F.G.T., von Dewitz, P., Triay, M.M.G. 2017. Understanding Consumer Behavior to Develop Competitive Advantage: A Case Study Exploring the Attitudes of German Consumers Towards Fruits With Cosmetic Flaws. *Int. J. Acad. Res. Bus. Social. Sci.* 7 (6), 554–580.
- Cahyono, B. 2008. *Tomat, Usaha Tani dan Penanganan Pascapanen*. Yogyakarta: Kanisius.
- Carrari, F., & A. R. Fernie. 2006. Metabolic Regulation Underlying Tomato Fruit Development. *Journal of Experimental Botany.* 57 (9): 1883–1897.
- Causse, M., Buret, M., Robini, K., & Verschave, P. 2003. Inheritance of Nutritional and Sensory Quality Traits in Fresh Market Tomato and Relation to Consumer Preferences. *Journal of Food Science.* 68 (7): 2342-2350.
- Causse, M., C. Friguet, C. Coiret, M. Lecpiciere, B. Navez, M. Lee, N. Holthuysen, F. Sinesio, E. Moneta, and S. Grandillo. 2010. Consumer Preferences for Fresh Tomato at the European Scale: A Common Segmentation on Taste and Firmness. *Journal of Food Science.* 75 (9).
- Databoks. 2020. Perubahan Konsumsi Masyarakat Indonesia. <<https://databoks.katadata.co.id/datapublish/2020/04/27/hidup-di-tengah-pandemi-dorong-perubahan-konsumsi-masyarakat>>. (Diakses 2 Januari 2021).
- Deliana, Yosini. 2012. Consumer Preferences on Organic and Anorganic Vegetable in Bandung, West Java, Indonesia. *Research Journal of Recent Sciences.* 1: 212-218.
- Dias, J.S. 2012. Nutritional Quality and Health Benefits of Vegetables: A Review. *Food and Nutr. Sci.* 3: 1354-1374.
- Dinnella, C., Torri, L., Caporale, G., & Monteleone, E. 2014. An Exploratory Study of Sensory Attributes and Consumer Traits Underlying Liking for and Perceptions of Freshness for Ready To Eat Mixed Salad Leaves in Italy. *Food Research International.* 59: 108–116.
- Direktorat Jenderal Hortikultura. 2013. *Sejarah Hortikultura*. Jakarta: Ditjen Hortikultura.
- Engel J.F., Blackwell R.D. & Miniard P.W. 1994. *Perilaku konsumen*. Terjemahan. Volume ke-1. Jakarta: Bina Rupa Aksara.
- Engel, J.F., Blackwell R.D. & Miniard P.W. 1995. *Perilaku Konsumen*. Edisi Keenam Jilid 1 dan Jilid II. Terjemahan. Jakarta: Bina Rupa Aksara.
- Farruggia, D., Crescimanno, M., Galati, A., & Tinervia, S. 2016. The Quality Perception of Fresh Berries: An Empirical Survey in the German Market. *Agriculture and Agricultural Science Procedia.* 8: 566–575.



- Firdaus. M., Harmini. & Farid, M.A. 2011. *Seri Metode Kuantitatif. Aplikasi Metode Kuantitatif Terpilih Untuk Manajemen dan Bisnis*. Bogor: IPB Press.
- Fernqvist, F.; Hunter, E. 2012. Who's To Blame for Tasteless Tomatoes? The Effect of Tomato Chilling on Consumers' Taste Perceptions. *European Journal of Horticultural Science*. 77 (5): 193-198.
- Fernqvist, F., Ekelund, L. 2014. Consumer Attitudes Towards Origin and Organic-The Role of Credence Labels on Consumers' Liking of Tomatoes. *European Journal of Horticultural Science*. 78 (4): 184-190.
- Green, P. E. dan V. Srinivasan. 1978. Conjoint Analysis in Consumer Research: Issues and Outlook. *The Journal of Consumer Research*. 5: 103-123.
- Green, Paul E., Krieger, Abba M. dan W., Jerry. 2001. Thirty Years of Conjoint Analysis: Reflections and Prospects. *International Journal of Research in Marketing*. Vol. 31.
- Gustavo, L. V., Gustavo, Q. S., Luiz Rodrigo, C.M. 2017. Behavior of Consumers of Fresh Tomatoes: A Study Using Factor Analysis. *Rural Organizations & Agroindustrial, Lavras*. 19 (4): 322-333.
- Hadiwiyoto, S. & Soehardi. 1981. *Penanganan Lepas Panen*. Jakarta: Gramedia Pustaka Utama.
- Halbrendt, C. K., Wirth, F. F., & Vaughn, G. F. 1991. Conjoint Analysis of the Midatlantic Food-Fish Market for Farm-Raised Hybrid Striped Bass. *Journal of Agricultural and Applied Economics*. 23: 155-163.
- Harjadi, S.S., & H. Sunarjono. 1990. Budidaya tomat. Dalam S.S. Harjadi (ed), *Dasar-dasar Hortikultura* (hal. 1-26). Bogor. Jurusan Budidaya Pertanian. Faperta-IPB.
- Jurkenbeck, K., A. Spiller & Stephan, G.H. Meyerding. 2019. Tomato Attributes and Consumer Preferences – A Consumer Segmentation Approach. *British Food Journal*. 122 (1): 328-344.
- Kotler P. 2002. *Manajemen Pemasaran. Edisi millennium*. Jakarta: PT. Prehallindo.
- Kotler, P. 2005. *Manajemen Pemasaran. Jilid I*. Jakarta: PT. Gramedia Pustaka Utama.
- Kotler, Philip & Amstrong, G. 2018. *Principles of Marketing, Seventeen Edition*. Pearson Prentice Hall. United States.
- Lobb, A. E. & Mazzocchi, M. 2007. Domestically Produced Food: Consumer Perceptions of Origin, Safety and the Issue of Trust. *Food Economics - Acta Agriculturae Scandinavica C*. 4 (1): 3-12.
- Loebnitz, N., Grunert, K.G. 2015. The Effect of Food Shape Abnormality on Purchase Intentions in China. *Food Qual. Prefer.* 40, 24-30.



- Lombart, C., Millan, E., Normand, J.-M., Verhulst, A., Labbé-Pinlon, B., & Moreau, G. 2019. Consumer Perceptions and Purchase Behavior Toward Imperfect Fruits and Vegetables in an Immersive Virtual Reality Grocery Store. *Journal of Retailing and Consumer Services*, 48, 28–40.
- Mangkunegara, A. P. 2002. *Perilaku Konsumen*. Jakarta: Refika Aditama.
- Mowen, J.C. & Minor. 1998. *Consumer Behaviour*. 5th Edition. New Jersey: Prentice Hall.
- Nahraeni, W., Rahayu, A., Yusdiarti, A. 2016. Preferensi Konsumen Terhadap Sayuran Indijenes. *Jurnal Agribisains*. 2 (2).
- Oltman, A. E., Jervis, S. M., & Drake, M. A. 2014. Consumer Attitudes and Preferences for Fresh Market Tomatoes. *Journal of Food Science*. 79 (10).
- Pagliarini, E., Monteleone, E., Ratti, S. 2001. Sensory Profile of Eight Tomato Cultivars (*Lycopersicon esculentum*) and Its Relationship to Consumer Preference. *Italian Journal of Food Science*. 13: 285–96.
- Peneau, S., Linke, A., Escher, F., & Nuessli, J. 2009. Freshness of Fruits and Vegetables: Consumer Language and Perception. *British Food Journal*. 111(3): 243–256.
- Petro-Turza, M. 1986. Flavor of Tomato and Tomato Products. *Food Reviews International*. 2(3): 309-351.
- Purwati, E. & Khairunisa. 2007. *Budidaya Tomat Dataran Rendah*. Depok: Penebar Swadaya.
- [Pusdatin] Pusat Data dan Sistem Informasi Pertanian. 2017. *Outlook Tanaman Pangan dan Hortikultura*. Jakarta: Kementerian Pertanian.
- Rahmatun, F., Zakiah & Suyanti, K. 2018. Analisis Preferensi Konsumen Terhadap Komoditi Tomat dan Cabai Merah di Kota Banda Aceh. *Jurnal Ilmiah Mahasiswa Pertanian Unsyiah*. 3 (2).
- S. Hardyastuti & H. Perwitasari. 2021. Consumption and Preference of Tropical Vegetables in the Special Region of Yogyakarta. *IOP Conference Series: Earth and Environmental Science* 662 (2021) 012002.
- Sangadji, E. M., Sopiah. 2013. *Perilaku Konsumen Pendekatan Praktis disertai Himpunan Jurnal Penelitian*. Yogyakarta: CV Andi Offset.
- Schiffman, Leon, G., & Leslie, L. Kanuk. 1997. *Consumer Behaviour*. Prentice Hall International, Inc. USA.
- Sekaran, Uma. 2013. *Research Methods for Business*. Jakarta: Salemba Empat.
- Serrano-Megias M, Lopez-Nicolas, J.M. 2006. Application of Agglomerative Hierarchical Clustering To Identify Consumer Tomato Preferences: Influence of Physicochemical and Sensory Characteristics on Consumer Response. *Journal of the Science of Food and Agriculture*. 86(4): 493–499.



- Setiadi N. J. 2010. *Perilaku Konsumen : Konsep dan Implikasi Untuk Strategi dan Penelitian Pemasaran*. Jakarta: Kencana Media.
- Simamora, B. 2003. *Panduan Riset Perilaku Konsumen*. Jakarta: Gramedia Utama.
- Simamora, B. 2005. *Analisis Multivariat Pemasaran*. Jakarta: PT. Gramedia Pustaka Utama.
- Simpson, M.G. 2010. *Plant Systematics*, Elsevier, Burlington, USA. Inc. Publishers, Sunderland, Massachusetts, USA.
- Soetiarso, T.A. 2010. Sayuran *Indigenous*: Alternatif Sumber Pangan Bernilai Gizi Tinggi. Balai Penelitian Tanaman Sayuran, Pusat Penelitian dan Pengembangan Hortikultura, Badan Penelitian dan Pengembangan Pertanian, Departemen Pertanian. Hal. 5-10.
- Stevens, M.A., Kader, A.A., Albright-Holton, M., Algazi, M. 1977. Genotypic Variation for Flavor and Composition in Fresh Market Tomatoes. *Journal of the American Society for Horticultural Science*. 102: 680–689.
- Sugiyono. 2018. *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabeta.
- Sumarwan, U., Agus, M. 2004. *Perilaku Konsumen*. Jakarta: PT. Gramedia Pustaka Utama.
- Sumarwan, U. 2011. *Perilaku Konsumen Teori dan Penerapannya dalam Pemasaran*, Edisi 2. Bogor: Ghalia Indonesia.
- Symmank, C., Zahn, S., & Rohm, H. 2018. Visually Suboptimal Bananas: How Ripeness Affects Consumer Expectation and Perception. *Appetite*, 120, 472–81.
- Tsiros, M., & Heilman, C. M. 2005. The Effect of Expiration Dates and Perceived Risk on Purchasing Behavior in Grocery Store Perishable Categories. *Journal of Marketing*. 69(2): 114-129.
- Umar, H. 2005. *Riset Pemasaran dan Perilaku Konsumen*. Jakarta: PT. Gramedia Pustaka Utama.
- Y. P. Adegbola, N. R. Ahoyo Adjovi, S. A. Adekambi, R. Zossou, E. S. Sonehekpon, F. Assogba Komlan & E. Djossa. 2018. Consumer Preferences for Fresh Tomatoes in Benin using a Conjoint Analysis, *Journal of International Food & Agribusiness Marketing*.
- Widiyanto, Nerisa, A., Adhi K. A., Daryanto H. K. 2016. Atribut-Atribut yang Memengaruhi Sikap dan Preferensi Konsumen dalam Membeli Buah Apel di Kota Surabaya dan Kota Malang, Provinsi Jawa Timur. *Jurnal Ilmu Keluarga & Konsumen*. 9 (2): 136-146.
- Wolters, C. J., Gemert, L. J. van. 1990. Towards an Integrated Model of Sensory Attributes, Instrumental Data and Consumer Perception of Tomatoes. Part 1.



UNIVERSITAS  
GADJAH MADA

**Preferensi Konsumen Terhadap Tomat di Daerah Istimewa Yogyakarta**  
GITY MAULINA YOLANDA, Prof. Dr. Ir. Dwidjono Hadi Darwanto, M.S.  
Universitas Gadjah Mada, 2021 | Diunduh dari <http://etd.repository.ugm.ac.id/>

Relation Between Consumer Perception and Sensory Attributes. Acta Horticulture (ISHS). 259: 91–106.

[WFP] World Food Programme. 2017. Buletin Pemantauan Ketahanan Pangan Indonesia, Fokus Khusus: Tren Konsumsi dan Produksi Buah dan Sayur Volume 8. Jakarta.