

CONSUMER ATTITUDE IN PURCHASING ORGANIC VEGETABLES IN SLEMAN REGENCY

Afika Widiasti¹, Masyhuri², Asih Kusumaningsih²

¹ Student of Agricultural Economics and Agribusiness, Faculty of Agriculture, Gadjah Mada University

² Lecturer of Social Economics of Agriculture Department, Faculty of Agriculture, Gadjah Mada University
Jl. Flora No.1 Bulaksumur, 55281 Yogyakarta

Corresponding Author: asih.k@ugm.ac.id

Received : 7 May 2023

Accepted : 5 August 2023

Published : 27 September 2023

ABSTRACT

Organic vegetables, increasingly popular in Sleman Regency, are chosen based on various attributes. This research investigates consumer attitudes toward these attributes and the characteristics of organic vegetable consumers in the area. Data were gathered from 50 respondents through interviews at organic farms, supermarkets, and organic product stores. The analysis used Fishbein multi-attribute analysis to assess consumer attitudes and cross-tabulation to identify consumer characteristics. Results indicated positive attitudes toward physical appearance and freshness, while attitudes toward price, variety, packaging, and organic labeling were neutral. The typical organic vegetable consumer in Sleman Regency is a married woman, aged 35-44, holding a bachelor's degree, employed as a housewife, with an average monthly family income exceeding Rp10,000,000.00.

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

INTRODUCTION

The use of synthetic chemicals by farmers can initially increase land productivity. Still, over time, their unrestricted use can lead to decreased productivity due to negative impacts such as soil infertility, increased pest populations, environmental pollution, and poisoning of living organisms. Therefore, efforts are needed to advance safe agriculture in Indonesia, including through organic farming, which benefits the environment and produces chemical-free products safe for consumption.

As time progresses, societal awareness of healthy living is expanding. People are increasingly wise in selecting safe food for the body and the environment. This shift towards healthier lifestyles has increased demand for organic products. Most people prefer organic products due to their absence of pesticides and genetic engineering (AOI, 2019). Moreover, the COVID-19 pandemic in early 2020 has also increased demand for organic products. Among the organic products frequently consumed by the public are vegetables. Suharjo *et al.*, (2016) research indicates that vegetables are the most consumed organic product, accounting for 70% of consumption. Additionally, the Organic Institute *et al.*, (2020) noted that the search term "organic vegetables" online from March 2019 to May 2020 was searched 1,600 times per month, highlighting the public's need for organic vegetables.

According to the SPOI data from the Organic Institute *et al.*, (2020) The Special Region of Yogyakarta is among the provinces where most people consume organic products. It ranks third after Jakarta and West Java, with an 11% consumption rate. Among the organic farming groups listed by the Yogyakarta Provincial Agriculture Office (2018), the Sleman Regency has the highest number of organic farming groups compared to other regencies in The Special Region of Yogyakarta. The potential supported by Sleman Regency's geographical conditions has led to the growth of organic farming businesses, characterized by the management of organic farming systems and marketing of organic products. Marketing activities have also evolved, with direct store and online purchases through social media, marketplaces, and e-commerce platforms. Additionally, some organic farming businesses have partnered with supermarkets and organic product stores to make it easier for consumers to purchase organic vegetables.

The increasing number of organic farming businesses in Sleman Regency provides consumers with various alternatives for purchasing their preferred organic vegetables. However, this growth also leads to intense competition among organic farming businesses in marketing their products. Understanding consumer behavior is crucial for successful product marketing, as Sumarwan (2014) highlighted. Consumer attitudes, beliefs, and behaviors are closely related

concepts influencing purchasing decisions. Consumers go through several stages before making a purchase decision, from recognizing their needs to evaluating alternatives, as Muzdalifah (2012) explained. Analyzing consumer behavior through attribute concepts helps businesses in Sleman Regency understand the desired characteristics of their products. Attributes such as physical appearance, freshness, price, color, and packaging can influence consumers' purchasing decisions, along with the perceived quality of the brand or the "organic label," as noted by Fajarani *et al.*, (2021) and Shahrudin *et al.*, (2010).

The increasing growth of organic farming, particularly in Sleman Regency, reflects a rising interest in organic vegetables among the public. However, not all organic farming ventures can produce organic vegetables that meet consumer preferences. Afnada *et al.*, (2017) noted that pricing significantly affects the uneven distribution of organic vegetable products, as they tend to be more expensive than conventional products, leading to income-based segmentation. This highlights the need for consumers to consider specific attributes when purchasing organic vegetables. Additionally, several studies (Rasmikayati *et al.*, 2020; Fauzi and Yuliawati, 2020) have stated that individual characteristics influence consumer decisions in purchasing organic vegetables. Each consumer has different preferences when choosing organic vegetables. Therefore, this study aims to (1) understand consumer attitudes towards organic vegetable attributes in Sleman Regency and (2) determine the characteristics of organic vegetable consumers in Sleman Regency.

METHOD

The primary approach utilized in this research is descriptive analysis, which aims to transform raw data into an understandable form. The respondent selection was achieved through accidental sampling, a method involving the selection of respondents encountered by chance (Fauzy, 2019). This study focused on organic vegetable consumers aged 18-64 who were domiciled in Sleman Regency. Sampling was conducted between May 2023 and June 2023 by interviewing consumers at Bhume Organic, Karangitri, Tani Organik Merapi, Superindo, and Javaqu Organik. The total sample used in this study was 50 respondents.

Fishbein multi-attribute Analysis

The analysis method used in this study is the Fishbein multi-attribute analysis and cross-

tabulation. The Fishbein multi-attribute model measurement is a measurement that expresses consumers' attitudes toward various attributes of an object (Puspita and Nugrahani, 2014). In this study, the Fishbein multi-attribute analysis determines consumers' attitudes toward organic vegetable attributes. The formula for the Fishbein multi-attribute model used in this study is as follows (Isen *et al.*, 2016):

$$A_0 = \sum_{i=1}^n b_i \cdot e_i \dots \dots \dots (1)$$

Where:

- A_0 = consumer attitude towards organic vegetables
- b_i = consumer belief level that organic vegetables have a specific attribute
- e_i = importance level of the i attribute in organic vegetables
- n = number of attributes studied in organic vegetables

Consumer attitude is an important factor that will influence consumer decisions. The overall assessment of respondent's attitudes towards organic vegetables can be categorized on a scale range as follows:

Table 1. Category of Value Attitude towards Each Attribute

Attribute Attitude Value	Range
Very Negative	$1.0 < A_0 \leq 5.8$
Negative	$5.8 < A_0 \leq 10.6$
Neutral	$10.6 < A_0 \leq 15.4$
Positive	$15.4 < A_0 \leq 20.2$
Very Positive	$20.2 < A_0 \leq 25.0$

Source: Herista (2019)

By categorizing consumer attitudes from highest to lowest values, we can determine which attributes consumers consider most when purchasing organic vegetables. The highest consumer attitude value indicates that the attribute is the main consideration for consumers when purchasing organic vegetables.

Cross Tabulation Analysis

Crosstab analysis is a form of data analysis used to identify whether there is a relationship between one variable and another (Djaswadi *et al.*, 2017). This analysis produces a matrix of data that helps us conclude the data regarding the relationship between the variables under study. In this study, crosstab analysis was conducted using IBM SPSS Statistics 26 to determine the characteristics of organic vegetable consumers in Sleman Regency by cross-referencing variables such as gender, age, marital status, education level, occupation, and income against consumer attitudes.

RESULTS AND DISCUSSION

Consumer Attitudes towards Organic Vegetable Attributes

Attitude is a crucial concept in marketing, employed to comprehend consumer behavior and identify

factors that can influence purchasing decisions. Consumer attitudes can be measured by their assessment of an attribute's level of trust (bi) and importance (ei). The results of calculating consumer attitudes toward organic vegetable attributes can be seen in Table 2.

Table 2. Consumer attitude (A_0) towards organic vegetable attributes

Attributes	Consumer attitudes (A_0)	Category	Rank
Physical Appearance	16,89	Positive	II
Freshness	17,81	Positive	I
Price	13,91	Neutral	IV
Variety of Types	14,90	Neutral	III
Packaging	12,76	Neutral	VI
Organic Label	13,47	Neutral	V

Source: primary data analysis (2023)

Based on Table 2, it can be observed that the freshness attribute has the highest score among the other attributes, with a total of 17.81. At the same time, packaging is the attribute of organic vegetables with the lowest score, namely 12.76. This indicates that freshness is consumers' most influential attribute in purchasing decisions, and packaging is considered less important to consumers. Overall, consumer assessment of organic vegetable attributes is viewed positively.

Freshness ranks first in consumer attitudes toward organic vegetables. The freshness of vegetables can be seen from whether the leaves are wilted. This is consistent with the research by Hardiyanti *et al.* (2022) and Utami *et al.* (2019), where freshness has the highest value in consumer attitudes, among other attributes of organic vegetables. Consumers believe organic vegetables with fresh freshness have complete nutritional content and a better taste. This can also influence consumer behavior, as the fresher the organic vegetables, the more purchases consumers are likely to make (Anggiasari *et al.*, 2016).

Physical appearance is the second attribute with the highest attitude score after freshness. This is because freshness and appearance are closely related, where the freshness of organic vegetables can be seen through the physical appearance of the leaves. This is supported by the research of Sari *et al.* (2022), which shows that physical perfection is the second attribute after freshness that consumers highly regard. In addition, the product's physical appearance can also be a guarantee for consumers when making purchasing decisions. This occurs naturally when consumers make purchases; they want products of the best quality.

Variety of types is the third-ranked attribute consumers consider when purchasing organic vegetables. This is consistent with Andari's (2016) research; a variety of types is an important attribute for consumers when purchasing organic vegetables. Most consumers generally consume

more than two types of organic vegetables every week. This causes consumers to need various organic vegetables to meet their needs.

The price attribute ranks fourth, following various types, with an attitude score of 13.91. This suggests that the price factor has little impact on consumer purchasing decisions. Ratih *et al.* (2019) found that the price of organic vegetables does not affect purchasing decisions, as consumers are primarily motivated by the benefits and safety of organic produce. Nevertheless, price is still a factor that consumers consider when purchasing organic vegetables, as their needs and financial capabilities influence their decisions.

The organic label ranks second lowest with an attitude score of 13.47, suggesting it has little influence on consumers. This aligns with Ratih *et al.* (2019) research, which found that the organic label does not significantly affect consumer purchasing choices. Interviews revealed that most respondents do not consider the organic label when purchasing organic vegetables. Consumers select their organic vegetable sources based on trust, making an organic label-less important.

Packaging is the least important attribute in consumer attitudes, scoring the lowest at 12.76. This result aligns with Fauzi and Yuliawati's (2020) findings, which also ranked packaging lowest among other attributes of organic vegetables. Similarly, Ratih *et al.* (2019) research indicates that packaging has little influence on the purchasing decisions for organic vegetables. Consumers view packaging as containing or protecting organic vegetables, with less concern for its appearance or design. Observations and consumer interviews suggest that packaging does not significantly impact their decision-making process, as they prefer to use their shopping bags and do not require packaging vegetables.

Characteristics of Organic Vegetable Consumers in Sleman Regency

Characteristics are distinct qualities or identities that are specific to each person. These characteristics naturally vary among individuals. This diversity in characteristics leads to differences in behavior and consumption habits, influencing consumer decisions in selecting products or services (Razak, 2016). The consumer characteristics examined in this study comprise gender, age, marital status, education level, occupation, and income. The relationship between

these variables can be discerned by conducting cross-tabulation analyses of consumer characteristics with consumer attitudes.

a. Gender

Fitriani (2019) argued that consumer needs and wants are strongly influenced by gender. This is due to the different buying behaviors and thought processes between men and women, which can impact their purchasing choices. The breakdown of respondent profiles by gender can be viewed in Table 3.

Tabel 3. Cross-tabulation of Gender with Consumer Attitude towards Organic Vegetables

Gender	Consumer Attitude				Total
	Negative	Neutral	Positive	Very Positive	
Woman	6%	50%	30%	6%	92%
Man	-	2%	6%	-	8%
Total	6%	52%	36%	6%	100%

Source: primary data analysis (2023)

Table 3 reveals that most organic vegetable consumers in Sleman Regency are women, comprising 92% of the total. This trend is supported by Rasmikayati's findings (2020), which suggest that women are more involved in household shopping, while men primarily focus on earning income. Specifically, 30% of female consumers exhibit a positive attitude towards organic vegetables, compared to only 6% of male consumers. Both genders tend to hold a neutral stance regarding organic vegetables, indicating that gender does not significantly influence consumer attitudes. This aligns with Putri and Zargustin's study (2021), which found no significant correlation between gender and the purchase of organic vegetables.

For marketers, understanding gender demographics can be valuable for crafting

effective marketing strategies. The dominance of women in organic vegetable purchasing decisions highlights the importance of considering various factors such as product advertising, media channels, and pricing strategies (Firmansyah, 2018).

b. Age

According to BPS (2023), age can be divided into two groups: productive (15-64 years) and non-productive (<15 and >64 years). Differences in age levels among individuals may signify different attitudes and consumption patterns. In this study, respondents were categorized within the productive age range (18-64 years), and the comparative findings are presented in Table 4.

Tabel 4. Cross-tabulation of Age with Consumer Attitude towards Organic Vegetables

Age	Consumer Attitude				Total
	Negative	Neutral	Positive	Very Positive	
18-24	-	8%	4%	-	12%
25-34	-	18%	8%	2%	28%
35-44	6%	18%	8%	2%	34%
45-54	-	6%	12%	2%	20%
55-64	-	2%	4%	-	6%
Total	6%	52%	36%	6%	100%

Source: primary data analysis (2023)

According to Table 4, most organic vegetable consumers in Sleman Regency fall

within the 35-44 age bracket, making up 34% of the total. Among consumers in this age group, 8%

have a positive attitude, while 12% of those in the 45-54 age range exhibit a positive attitude. This suggests that older age groups may have a greater impact on consumer perceptions of organic vegetable purchases. In her study, Andari (2016) noted that adults are more health-conscious, making them more discerning about their food choices, including consuming organic vegetables.

c. Marital Status

Marital status is identified as a social factor that can impact buying behavior (Kartikasari *et al.*, 2013). In this research, the attributes of organic vegetable consumers are categorized into two groups according to their marital status: single and married. The specifics of organic vegetable consumers in Sleman Regency about their marital status are detailed in Table 5.

Tabel 5. Cross-tabulation of Marital Status with Consumer Attitude towards Organic Vegetables

Status	Consumer Attitude				Total
	Negative	Neutral	Positive	Very Positive	
Married	6%	38%	32%	6%	82%
Single	-	14%	4%	-	18%
Total	6%	52%	36%	6%	100%

Source: primary data analysis (2023)

Based on Table 5, most consumers are married, comprising 82% of the total, while the remaining 18% are unmarried. Among the married respondents, 32% exhibited a positive attitude towards organic vegetables. In contrast, 4% of the total 18% of the unmarried respondents show a positive attitude. This pattern is influenced by the fact that married individuals often feel a greater responsibility for maintaining their health and their families. Another reason for consuming organic vegetables is often the presence of children in the family, as parents become more conscious of their children's dietary choices (Andari, 2016).

Wulandari *et al.* (2016) propose that different factors influence the purchasing decisions of married and unmarried consumers. Married

individuals prioritize service, product quality, and location, while unmarried individuals are more concerned with price. This understanding can benefit marketers seeking to improve their services and product quality.

d. Education Background

Nurkholis (2013) suggests that education is essential for achieving balanced personal and societal development. Education is typically classified into three levels: primary, secondary, and tertiary. A person's level of education can impact their consumer behavior when purchasing. Table 6 offers a glimpse into the characteristics of organic vegetable consumers in Sleman Regency based on their educational backgrounds.

Tabel 6. Cross-tabulation of Education Background with Consumer Attitude towards Organic Vegetables

Education Level	Consumer Attitude				Total
	Negative	Neutral	Positive	Very Positive	
Senior High School	-	4%	10%	-	14%
Associate's Degree	-	4%	2%	2%	8%
Bachelor	2%	36%	8%	2%	48%
Master	4%	8%	14%	2%	28%
Doctoral Degree	-	-	2%	0	2%
Total	6%	52%	36%	6%	100%

Source: primary data analysis (2023)

From Table 6, it is evident that respondents generally have achieved a higher level of education, with 48% having completed bachelor's degree and 28% master's degree. Among those with a bachelor's degree education, 8% display a positive attitude towards organic vegetables, while for respondents with master's degree, this figure rises to 14%. This trend is likely because individuals with higher education levels are more

inclined to think critically and stay informed about current issues, including health, which makes them more discerning in their food selections (Andari, 2016).

e. Occupation

Occupation is a key demographic factor linked to consumer buying power, as it is closely tied to income levels, determining consumers'

purchasing ability (Razak, 2016). The study's results on the characteristics of organic vegetable

consumers in Sleman Regency, categorized by their occupations, are presented in Table 7.

Table 7. Cross-tabulation of Occupation with Consumer Attitude towards Organic Vegetables

Occupation	Consumer Attitude				Total
	Negative	Neutral	Positive	Very Positive	
Entrepreneur	-	8%	6%	2%	16%
Freelancer	-	2%	-	-	2%
Private Lecturer	-	2%	2%	2%	6%
Consultant	-	-	2%	-	2%
Private Employee	2%	10%	-	-	12%
Housewife	4%	22%	14%	2%	42%
Civil Servants	-	-	6%	-	6%
Student/University Students	-	6%	4%	-	10%
Musician	-	2%	-	-	2%
Notary Public	-	-	2%	-	2%
Total	6%	52%	36%	6%	100%

Source: primary data analysis (2023)

The data from Table 7 reveals a variety of occupations among organic vegetable consumers in Sleman Regency, including homemakers, entrepreneurs, private employees, civil servants, students, musicians, freelancers, lecturers, and notaries. The table shows that 36% of consumers have a positive attitude towards organic vegetables. The largest portion of this percentage consists of homemakers, comprising 14% of the total. This aligns with findings from Fauzi and Yuliawati (2016) and Hermansyah and Kusno (2022), indicating that many organic vegetable consumers are housewives. Homemakers' daily activities involve managing household needs, including shopping (Bentarjani, 2013). Occupation is a key demographic factor linked to consumer

buying power, as it is closely tied to income levels, determining consumers' purchasing ability (Razak, 2016). The study's results on the characteristics of organic vegetable consumers in Sleman Regency, categorized by their occupations, are presented in Table 7.

f. Income

Kotler and Keller (2009) suggest that economic circumstances are crucial in shaping consumption behaviors. Individuals with higher incomes are more likely to afford high-value products. The profile of organic vegetable consumers in terms of their monthly income is presented in Table 8.

Table 8. Cross-tabulation of Income Level with Consumer Attitude towards Organic Vegetables

Income	Consumer Attitude				Total
	Negative	Neutral	Positive	Very Positive	
<Rp1.000.000,00	-	4%	-	-	4%
Rp1.000.000,00-Rp3.500.000,00	2%	12%	6%	-	20%
Rp4.000.000,00-Rp6.500.000,00	2%	18%	2%	2%	24%
Rp7.000.000,00-Rp9.500.000,00	2%	8%	4%	2%	16%
Rp10.000.000,00	-	-	4%	-	4%
>Rp10.000.000,00	-	10%	20%	2%	32%
Total	6%	52%	36%	6%	100%

Source: primary data analysis (2023)

Table 7 shows that 32% of all respondents have a monthly income averaging over Rp10,000,000. Among those with incomes exceeding Rp10,000,000, 20% are strongly

inclined towards organic vegetables. This suggests that consumers of organic vegetables typically have higher household incomes, facilitating their purchase of such products. Income level is

significant in decision-making and consumption patterns, influencing consumers' ability to opt for organic vegetables (Bentarjani, 2013). Nonetheless, the income disparity among

respondents is not a significant issue, as it can be argued that they can afford organic vegetables despite their higher cost than conventional vegetables (Rasmikayati *et al.*, 2021).

CONCLUSIONS

Based on the research that has been done, consumer attitudes show that the attributes most considered by consumers in purchasing organic vegetables are freshness and appearance. At the same time, the majority of organic vegetable consumers in Sleman Regency have the characteristics of female gender, aged in the range of 35-44 years with married status and working as housewives. Have a bachelor's degree (S1) and have a family income of > IDR 10,000,000.00 per month.

Based on the results and discussion, some suggestions can be given, among others, for organic vegetable business actors; it is hoped that they can maintain and improve the quality of the attributes of physical appearance and freshness to be able to provide improve the quality of physical appearance attributes and freshness to be able to provide satisfaction for consumers. Satisfaction for consumers: for organic vegetable business actors, it is hoped that they can increase awareness of the importance of organic product certification to provide organic product labeling. Awareness of the importance of organic product certification so that they can label organic labels on products as a differentiator between organic and conventional vegetables; for future researchers, it is hoped that they can develop research objectives and use different attributes to be studied to get the best results. Using different attributes to be studied to get better results to understand consumer attitudes towards organic vegetables.

REFERENCES

- Andari, N.M. 2016. Preferensi Konsumen terhadap Sayuran Organik di Super Indo Sultan Agung Yogyakarta. Universitas Muhammadiyah Yogyakarta. Fakultas Pertanian. Skripsi.
- Anggiasari, N.M., Y. Indriani, dan T. Endaryanto. 2016. Sikap dan Pengambilan Keputusan Pembelian Sayur Organik oleh Konsumen di Kota Bandar Lampung. *Jurnal Ilmu-Ilmu Agribisnis*, 4(4): 391-397.
- AOI. 2019. Tren Konsumsi dan Gaya Hidup Organik di Indonesia. <https://aoi.ngo/tren-konsumsi-dan-gaya-hidup-organik-di-indonesia/>
- Aufanada, V., T. Ekowati, dan W.D. Prastiwi. 2017. Ketersediaan Membayar Produk Sayuran Organik di Pasar Modern Jakarta Selatan.
- AGRARIS: *Journal of Agribusiness and Rural Development Research*, 3(2): 67-75.
- Bentarjani, F.M.P. 2013. Analisis Tipe Perilaku Konsumen Sayuran Organik di Pasar Swalayan Kabupaten Sidoarjo. Universitas Sebelas Maret. Fakultas Pertanian. Skripsi.
- Dinas Pertanian Provinsi DIY. 2018. Daftar Kelompok Tani Organik di Daerah Istimewa Yogyakarta TA. 2011-2016.
- Djaswadi, G.O., B.M. Wibawa, dan A. Kunaifi. 2017. Analisis Deskriptif dan Tabulasi Silang pada Konsumen Taxi Ride Sharing: Studi Kasus Perusahaan Taxi Ride Sharing. *Jurnal Sains dan Seni ITS*, 6(2): 249-253.
- Fajarani, E., E. Wildayana, N.E. Putri. 2021. Preferensi Konsumen terhadap Keputusan Pembelian Sayuran Organik di Supermarket Diamond Kota Palembang. *Jurnal KaliAgri*, 2(1): 38-50.
- Fauzi, M.I. dan Yuliawati. 2020. Perilaku Konsumen dalam Membeli Sayuran Organik PO Sayur Organik Merbabu (Studi Kasus Yogyakarta). *Jurnal Ekonomi Pertanian dan Agribisnis*, 4(4): 752-762.
- Firmansyah, A. 2018. *Perilaku Konsumen (Sikap dan Pemasaran)*. Yogyakarta: Deepublish.
- Fitriani, D. 2019. Pengaruh Gender terhadap Keputusan Pembelian Produk Online (Studi Kasus terhadap masyarakat Pontianak). *Creative Communication and Innovative Technology Journal*, 12(1): 99-107.
- Hardiyanti, F., F.M. Saty, dan B. Unteawati. 2022. Analisis Keputusan Konsumen dalam Pembelian Sayur Organik di Lampung. *Jurnal Ekonomi Pertanian dan Agribisnis*, 6(1):209-217.
- Herista, M.I.S. 2019. Analisis Multiatribut Model Fishbein terhadap Buah Jeruk (Studi Kasus Kota Bandarlampung Provinsi Lampung). *Jurnal Ilmiah Indonesia*, 4(2): 32-44.
- Hermansyah, T.M. dan K. Kusno. 2022. Deskripsi Proses Keputusan Pembelian Sayuran Organik yang dilakukan oleh Konsumen Warung Sehat 1000 Kebun Bandung. *Jurnal Pemikiran Masyarakat Ilmiah Berwawasan Agribisnis*, 8(1): 445-458.
- Isen, A. Lamusa, dan Effendy. 2016. Analisis Preferensi Konsumen terhadap Buah Jeruk Lokal dan Buah Jeruk (Sunkis) Impor Kota Palu. *AGROTEKBIS: E-Jurnal Ilmu Pertanian*. 4(4): 479-484.
- Kartikasari, D., Z. Arifin, dan K. Hidayat. 2013. Pengaruh Perilaku Konsumen terhadap

- Keputusan Pembelian (Penelitian pada Mahasiswa Administrasi Bisnis Angkatan 2012/2013 Fakultas Ilmu Administrasi Universitas Brawijaya yang Mengonsumsi Produk Mie Instan merek Indomie). Universitas Brawijaya. Fakultas Ilmu Administrasi. Disertasi.
- Kotler, P. dan K.L. Keller. 2009. *Manajemen Pemasaran*. Alih Bahasa: Bob Sabran, M.M. Edisi 13. Jilid 1. Jakarta: Erlangga.
- Muzdalifah. 2012. Kajian Preferensi Konsumen terhadap Buah-buahan Lokal di Kota Banjarbaru. *Jurnal Agribisnis Perdesaan*, 4(4): 297-309.
- Nurkholis. 2013. Pendidikan dalam Upaya Memajukan Teknologi. *Jurnal Kependidikan*, 1(1): 24-44.
- Organic Institute, Yayasan Alifa, & Kombas.id. 2020. Statistik Pertanian Organik Indonesia 2019. Bogor: Aliansi Organik Indonesia.
- Puspita, W. dan R.U. Nugrahani. 2014. Analisis Sikap Multiatribut Fishbein mengenai Atribut Obat Herbal Merek Tolak Angin Sido Muncul di Kota Bandung. *Jurnal Sositeknologi*, 13(1): 15-24.
- Putri, A. dan D. Zargustin. 2021. Pengaruh Karakteristik Konsumen terhadap Pembelian Produk Sayur Organik di Pasar Modern (Studi kasus Pasar Buah Pekanbaru). *Jurnal Agribisnis*, 23(1): 20-29.
- Rasmikayati, E., N.A. Shafira, Y.D. Fauziah, H.A.N. Ishmah, B.R. Saefudin, dan K. Utami. 2020. Keterkaitan antara Karakteristik Konsumen dengan Tingkat Kepuasan Mereka dalam Melakukan Pembelian Sayuran Organik di Pasar Modern Kota Medan. *Jurnal Agribisnis dan Sosial Ekonomi Pertanian UNPAD*, 5(1): 104-114.
- Ratih, N.N.M., D. Susilowati, dan S. Hindarti. 2019. Analisis Faktor-Faktor Preferensi Konsumen yang memengaruhi Keputusan Pembelian Sayuran Organik (Studi pada Pelanggan Super Indo Malang). *Jurnal Sosial Ekonomi Pertanian dan Agribisnis*, 7(4): 1-9.
- Razak, M. 2016. *Perilaku Konsumen*. Makassar: Alauddin University Press.
- Sari, M. A. A., E. Antriyandarti, dan R. Khairiyakh. 2022. Preferensi Konsumen terhadap Pembelian Sayur Organik pada Masa Pandemi Covid-19. *Jurnal Ilmiah Pertanian PASPALUM*, 10(2): 250-258.
- Shaharudin, M.R., J.J. Pani, S.W. Mansor, S.J., Elias, & D.M. Sadek. 2010. Purchase Intention of Organic Food in Malaysia; A Religious Overview. *International Journal of Marketing Studies*, 2(1): 96-103.
- Suharjo, B., M. Ahmady, dan M.R. Ahmady. 2016. Indonesian Consumers' Attitudes towards Organic Products. *Advances in Economics and Business*, 4(3): 132-140.
- Sumarwan, U. 2014. *Perilaku Konsumen: Teori dan Penerapannya dalam Pemasaran*. Ed ke-2. Jakarta: Ghalia Indonesia.
- Utami, K., A. Rauf, dan Salmiah. 2019. Analisis Perilaku Konsumen dalam Pengambilan Keputusan Pembelian Sayur Organik di Kota Medan. *Jurnal Agroteknologi dan Ilmu Pertanian*, 3(2): 75-86.
- Wulandari, W., Sodik, dan Y.I. Rahayu. 2016. Sikap Perilaku Konsumen dalam Memutuskan Berbelanja di Pasar Tradisional Program Revitalisasi di Kota Malang (Studi Kasus Pasar Dinoyo). *Prosiding Seminar Nasional Inovasi dan Aplikasi Teknologi di Industri*, 2(1): C.162-C.169.