

ABSTRAK

Di era modern ini sebagian masyarakat cenderung memilih makanan-makanan organik dibandingkan makanan anorganik. Masyarakat memenuhi kebutuhan gizi, protein dan karbohidratnya dengan membeli beras organik. Beras organik “Mentik Susu” menjadi salah satu pilihan beras masyarakat untuk memenuhi kebutuhan gizi, protein dan karbohidratnya. Penelitian ini bertujuan untuk mengetahui keputusan pembelian konsumen dan faktor-faktor yang mempengaruhi keputusan pembelian konsumen terhadap beras organik “Mentik Susu”. Penelitian dilaksanakan di Badan Usaha Milik Desa (BUMDES) Sidan, Kecamatan Gianyar Kabupaten Gianyar. Pengambilan sampel dilakukan menggunakan metode *convenience sampling* (sampel Kemudahan) pada 35 responden yang membeli produk beras organik. Data dianalisis menggunakan analisis logistik biner untuk mengetahui faktor-faktor yang secara signifikan mempengaruhi keputusan pembelian konsumen. Adapun variabel lainnya berupa harga, lokasi, kualitas, gaya hidup, produk, sikap dan promosi diolah dengan analisis deskriptif. Hasil menunjukkan bahwa dari faktor harga, kualitas, lokasi, produk, sikap, gaya hidup, dan promosi hanya faktor harga yang dapat mempengaruhi keputusan pembelian produk pangan Beras Organik “Mentik Susu” di Desa Sidan. Harga berpengaruh positif terhadap keputusan pembelian konsumen terhadap beras “Mentik Susu”.

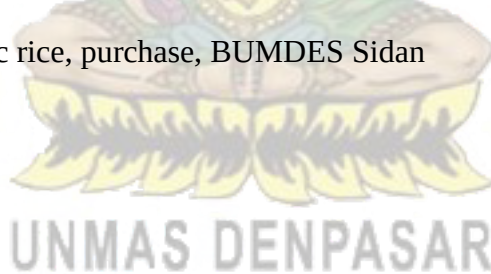
Kata Kunci: beras organik, pembelian, BUMDES Sidan

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ABSTRACT

In this modern era, people tend to choose organic foods over anorgnaik foods. People meet their nutritional, protein and carbohydrate needs by buying organic rice. Organic rice "Mentik Susu" is one of the people's rice choices to meet their nutritional, protein and carbohydrate needs. This study aims to determine consumers' purchasing decisions and factors that influence consumers' purchasing decisions towards organic rice "Mentik Susu". The research was conducted at the Sidan Village-Owned Enterprise (BUMDES), Gianyar District, Gianyar Regency. Sampling was carried out using the convenience sampling method (Convenience sample) on 35 respondents who purchased organic rice products. The data were analyzed using binary logistics analysis to find out the factors that significantly influence consumers' purchasing decisions. Other variables in the form of price, location, quality, lifestyle, product, attitude and promotion are processed with descriptive analysis. The results show that from the factors of price, caulkity, location, product, attitude, lifestyle, and promotion, only price factors can influence the purchasing decision of the Organic Rice food product "Mentik Susu" in Sidan Village. The price has a positive effect on consumers' purchasing decisions on "Mentik SuSu" rice.

Keywords: organic rice, purchase, BUMDES Sidan

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