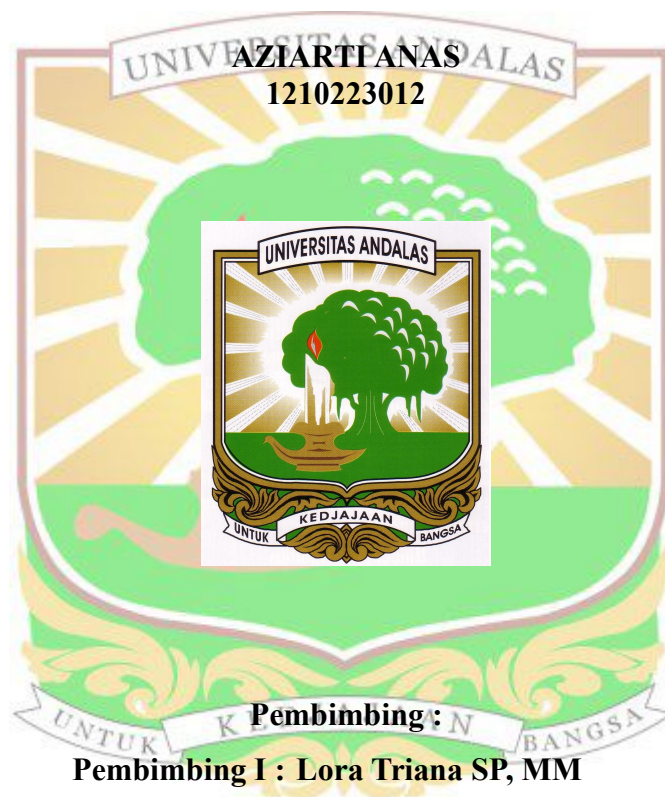


**ANALISIS PENGAMBILAN KEPUTUSAN DAN PERSEPSI
KONSUMEN TERHADAP BERAS ORGANIK RMU
PENGGILINGAN PADI ORGANIK DI KECAMATAN
BATANG ANAI KABUPATEN PADANG PARIAMAN**

SKRIPSI

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**FAKULTAS PERTANIAN
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ANALISIS PENGAMBILAN KEPUTUSAN DAN PERSEPSI KONSUMEN TERHADAP BERAS ORGANIK RMU PENGGILINGAN PADI ORGANIK DI KECAMATAN BATANG ANAI KABUPATEN PADANG PARIAMAN

Abstrak

Penelitian bertujuan untuk mengidentifikasi karakteristik konsumen, proses keputusan pembelian, dan mengukur persepsi konsumen beras organik RMU Penggilingan Padi Organik Kecamatan Batang Anai Kabupaten Padang Pariaman. Metode yang digunakan adalah metode survey dengan *Importance Performance Analysis* (IPA). Karakteristik konsumen RMU Penggilingan Padi Organik berjenis kelamin laki-laki, berumur 46-55 tahun, tempat tinggal berjarak >10,1 Km, pendidikan akhir SMA, status pernikahan menikah, tanggungan empat orang, pekerjaan pegawai swasta, dan penghasilan perbulan Rp 2.500.000,00.- Rp 3.500.000,00. Dalam proses keputusan pembelian, motivasi konsumen membeli beras organik adalah pengetahuan, manfaat yang diharapkan adalah kebutuhan pemenuhan gizi, kendala dalam pembelian beras organik adalah lainnya (kurangnya persediaan beras organik, rasa beras organik biasa saja dan tidak ada kendala). Responden pernah melihat iklan/promosi beras organik, sumber informasi responden adalah keluarga/saudara, hal yang menarik responden membeli dan mengkonsumsi beras organik adalah kandungan gizi. Atribut yang paling dipertimbangkan dalam pembelian adalah khasiat/manfaat beras organik, yang memengaruhi responden dalam pembelian dan mengkonsumsi beras organik adalah keinginan sendiri, keputusan responden dalam membeli beras organik sudah direncanakan sebelumnya, pengaruh orang lain dalam menyarankan pembelian beras organik yaitu memberitahu pernah mencoba beras organik, lama responden mengkonsumsi beras organik adalah 3 bulan, konsumen puas terhadap beras organik, persepsi konsumen terhadap beras organik sesuai dengan manfaat. Atribut beras organik RMU Penggilingan Padi Organik secara keseluruhan dipersepsikan baik dan harus dipertahankan oleh produsen karena mempengaruhi konsumen, diantaranya adalah atribut khasiat/manfaat, keamanan, komposisi yang dikandung dan daya tahan produk. Disarankan atribut rasa dapat disesuaikan dengan selera konsumen dan atribut kemudahan dalam mengakses lokasi dapat mempertahankan pelanggan dan meningkatkan pendapatannya.

Kata kunci : *beras organik, proses keputusan pembelian, persepsi konsumen*

ANALYSIS OF DECISION MAKING PROCESS AND CONSUMERS' PERCEPTION TOWARDS ORGANIC RICE FROM RICE MILLING UNIT FOR ORGANIC RICE IN SUBDISTRICT OF BATANG ANAI, PADANG PARIAMAN REGENCY

Abstract

This research aimed at identifying consumers' characteristics, decision process to purchase, and measuring consumers' perception on organic rice produced by rice milling for organic rice unit in Sub-district of Batang Anai, Padang Pariaman Regency. The method used was survey by using Importance Performance Analysis (IPA). The consumers' characteristics of rice milling unit for organic rice were male, age 46-55 years old, the residence within >10.1 Km, education attainment was senior high school, marital status was married, dependent four peoples, private employee, and monthly income of IDR 2,500,000.00 – IDR 3,500,000.00. In the purchasing decision process, the motivation of consumers to buy organic rice was knowledge, the expected benefits was fulfillment of nutrition needs, and the difficulties in purchasing organic rice was insufficient supply of organic rice, organic rice taste was normal, and there was no constraint. Respondents have seen the ads/promotions of organic rice, information source of respondents was family/relatives, and interesting factor for respondents to purchase and consume organic rice was more nutritious. The most considered attribute in the purchasing was savor/benefits of organic rice, respondents purchased and consumed organic rice based on their own desire, respondents decision in buying organic rice have been planned before, another attribute was others' influences in suggesting to purchase because they have tried, the duration of respondents consuming organic rice was three months, consumers were satisfied with organic rice and they had benefits perceptions. The overall attributes of rice milling unit for organic rice were perceived well and should be maintained by the manufacturer since it affected consumers, included the efficacy/benefits, security, compositions conceived and durability of the products. It was suggested that flavor attribute to be adjusted to consumer taste and attribute of easy access to locations could retain customers and increase revenues.

Keyword : organic rice, purchase decision process, consumers perception