

RINGKASAN

Masyarakat Daerah Istimewa Yogyakarta sudah mulai menyadari pentingnya mengkonsumsi sayuran organik. Sayuran organik menjadi alternatif yang lebih sehat karena dibudidayakan secara alami tanpa bantuan bahan kimia. CV Tani Organik Merapi (TOM) merupakan salah satu penyedia sayur organik di Daerah Istimewa Yogyakarta. Penelitian ini bertujuan untuk mengetahui profil konsumen yang melakukan keputusan pembelian produk TOM serta mengetahui pengaruh kualitas produk, harga, promosi, *brand image*, dan *brand awareness* terhadap keputusan pembelian produk TOM.

Penelitian ini dilakukan di ritel-ritel mitra CV TOM yang ada di Daerah Istimewa Yogyakarta seperti *Superindo*, Supermarket Mirota, dan Supermarket Progo pada bulan Februari hingga Maret 2023. Metode pengambilan data dengan responden sejumlah 105 digunakan teknik *non-probability sampling* secara *accidental sampling* dan data dianalisis dengan metode SEM-PLS. Variabel yang diteliti pada penelitian ini antara lain kualitas produk, harga, promosi, *brand image*, *brand awareness*, dan keputusan pembelian.

Hasil dari penelitian ini menunjukkan bahwa konsumen dari produk TOM didominasi oleh perempuan, rentang umur 21-30, berstatus pelajar atau mahasiswa dan pegawai swasta, memiliki penghasilan dengan rentang Rp1.000.001,00 – Rp5.000.000,00 dan melakukan frekuensi pembelian kurang dari lima kali dalam sebulan. Berdasarkan hasil analisis SEM-PLS, didapatkan bahwa variabel kualitas produk, *brand image*, dan *brand awareness* memiliki pengaruh yang signifikan terhadap keputusan pembelian sedangkan variabel harga dan promosi tidak memiliki pengaruh terhadap keputusan pembelian.

SUMMARY

The people of the Special Region of Yogyakarta have started to realize the importance of consuming organic vegetables. Organic vegetables are a healthier alternative because they are cultivated naturally without the help of chemicals. CV Tani Organik Merapi (TOM) is a provider of organic vegetables in the Special Region of Yogyakarta. This study was aimed to determine the profile of consumers who made purchasing decisions for TOM products and to determine the effect of product quality, price, promotion, brand image, and brand awareness on purchasing decisions for TOM products.

This research was conducted at CV TOM's retail partners in the Special Region of Yogyakarta, such as Superindo, Mirota Supermarkets, and Progo Supermarkets from February to March 2023. The method of data collection with a total of 105 respondents used the non-probability sampling technique by accidental sampling and data was analysed by SEM-PLS method. The variables examined in this study include product quality, price, promotion, brand image, brand awareness, and purchasing decisions.

The results of this study claimed that consumers of TOM products were dominated by women, the age ranged from 21 to 30, with student status and private employees, had an income ranging from Rp. 1,000,001.00 – Rp. 5,000,000.00 and made purchases less than five times a month. Based on the results of the SEM-PLS analysis, it was found that the variables of product quality, brand image, and brand awareness have a significant influence on purchasing decisions while price and promotion variables have no influence on purchasing decisions.