RINGKASAN

Sektor pertanian di Indonesia menggunakan dua macam sistem tanam, yaitu sistem pertanian organik dan sistem pertanian anorganik. Sistem pertanian organik disebut menjadi salah satu metode produksi yang ramah lingkungan. Padi yang dikembangkan dengan sistem organik akan menghasilkan beras organik yang memiliki nilai jual yang lebih tinggi karena bebas dari bahan kimia. Pelaku usaha beras organik dalam memasarkan produknya perlu untuk meningkatkan kualitas beras dengan mencari tahu kebutuhan dan keinginan konsumen. Selera atau preferensi konsumen terhadap produk beras organik dapat memberikan informasi kepada petani, pemasar, dan produsen untuk menghasilkan dan menjual produk sesuai keinginan konsumen. Penelitian ini memiliki tujuan diantaranya yaitu 1) Mengetahui karakteristik konsumen produk beras organik di Kabupaten Banyumas; 2) Mengetahui peringkat kepentingan atribut beras organik yang menjadi preferensi konsumen; 3) Mengetahui preferensi konsumen terhadap berbagai atribut pada beras organik di Kabupaten Banyumas.

Metode yang digunakan pada penelitian ini adalah metode survei. Penelitian ini dilakukan pada Februari hingga Mei 2024 dengan total responden sebanyak 97 responden. Pengambilan sampel dilakukan dengan teknik *accidental sampling* dengan kriteria berumur lebih dari 17 tahun, berdomisili di Kabupaten Banyumas, telah membeli atau mengonsumsi beras organik minimal tiga kali, merupakan pengambil keputusan pembelian dalam rumah tangga. Analisis yang dilakukan dalam penelitian ini yaitu analisis deskriptif, uji validitas, uji reliabilitas, analisis Chi-Square (χ^2), dan analisis multiatribut Fishbein.

Hasil penelitian menunjukkan bahwa karakteristik konsumen beras organik di Kabupaten Banyumas didominasi oleh perempuan, berumur diantara 26 sampai 35 tahun, berdomisili di dalam Kota Purwokerto (jarak $\leq$ 9 km), dengan pendidikan terakhir sarjana, pekerjaan sebagai karyawan, berpendapatan Rp3.500.001 hingga Rp4.000.000, dengan jumlah anggota keluarga sebanyak empat orang. Kebanyakan konsumen membeli beras organik antara dua hingga tiga kali dalam sebulan dengan jumlah pembelian lebih dari 2 kg, merek beras yang dibeli yaitu beras Puregreen, beras Hotel, dan beras MD. Konsumen beras organik rata-rata membeli beras di supermarket dan mendapat informasi mengenai beras organik dari media sosial. Atribut beras organik jika diurutkan dari yang paling penting menurut konsumen yaitu kebersihan beras, kandungan gizi beras, harga beras, rasa nasi, label resmi organik, daya tahan nasi, tekstur beras, tempat pembelian beras, warna beras, aroma nasi, serta ukuran dan desain kemasan beras. Atribut beras organik jika diurutkan dari yang sangat baik yaitu atribut kebersihan beras, kandungan gizi beras, label resmi organik, harga beras, tempat pembelian, tekstur beras, rasa nasi, daya tahan nasi, ukuran dan desain kemasan beras, aroma nasi, dan warna beras. Kesimpulan yang dapat diambil yaitu terdapat perbedaan preferensi konsumen terhadap atribut beras organik, atribut beras organik yang dinilai paling baik adalah kebersihan beras dan kandungan gizi, serta sikap konsumen terhadap atribut-atribut beras organik secara keseluruhan adalah baik (positif).

SUMMARY

The agricultural sector in Indonesia used two types of planting system, which are organic farming systems and inorganic farming systems. The organic farming system was considered to be one of the environmentally friendly production methods. Rice developed using an organic system produced organic rice, which had a higher selling value because it was free of chemicals. Organic rice marketers were required to improve the quality of rice by studying the needs and desires of consumers. Consumer tastes or preferences for organic rice products provided information for farmers, marketers, and producers to produce and sell products according to consumer demands. The objectives of this research were 1) To determine the characteristics of consumers of organic rice products in Banyumas Regency; 2) To rank the importance of organic rice attributes based on consumer preferences; 3) To evaluate consumer preferences for various attributes of organic rice in Banyumas Regency.

The method used in this research was the survey method. The research was conducted from February to May 2024 with a total of 97 respondents. Sampling was carried out using an accidental sampling technique with the criteria of age more than 17 years old, being resident in Banyumas Regency, having purchased or consumed organic rice at least three times, and being the purchasing decision maker in the household. The analysis conducted in this research included descriptive analysis, validity test, reliability test, Chi-Square analysis (χ^2), and Fishbein multiattribute analysis.

The results of the research showed that the characteristics of organic rice consumers in Banyumas Regency were dominated by women, aged between 26-34 years, living in Purwokerto City (distance ≤ 9 km), having a bachelor degree, working as employees, with an income of IDR 3,500,001 - IDR 4,000,000, and having a family of four people. On average, organic rice consumers purchased organic rice between two to three times a month, with purchases exceeding 2 kg. The brands they purchased included Puregreen rice, Hotel rice, and MD rice. Organic rice consumers typically purchased rice at supermarkets and received information about organic rice from social media. The attributes of organic rice, ranked by importance according to consumers, included cleanliness of rice, nutritional content of rice, price of rice, taste of cooked rice, official organic label, durability of cooked rice, texture of rice, place of purchase, color of rice, aroma of cooked rice, and size and design of the rice packaging. The attributes of organic rice that were rated as very good included the cleanliness of the rice, nutritional content of the rice, official organic label, price of the rice, place of purchase, texture of the rice, taste of the cooked rice, durability of the cooked rice, size and design of the rice packaging. The conclusion was that there were differences in consumer preferences regarding the attributes of organic rice. The attributes of organic rice that were rated the highest were the cleanliness of the rice and its nutritional content. In addition, consumers' attitudes toward the various attributes of organic rice were positive overall.