

ABSTRAK

Konsumsi sayuran organik di Indonesia dipengaruhi oleh faktor kesadaran kesehatan, pendapatan, harga, dan aksesibilitas. Meskipun terdapat peningkatan minat terhadap produk ini, konsumsi sayuran organik masih terbatas. Penelitian ini bertujuan untuk mengidentifikasi karakteristik konsumen dan atribut yang dipertimbangkan dalam pembelian sayuran organik di Kota Cirebon. Metode penelitian menggunakan survei dengan teknik pengambilan sampel *Accidental Sampling*, dengan 100 responden. Variabel penelitian meliputi produk, harga, promosi, distribusi, budaya, individu, sosial, dan psikologi, dan analisis data dilakukan menggunakan metode *Conjoint*. Hasil penelitian menunjukkan bahwa saluran distribusi tradisional, seperti pasar lokal (Pasar Kanoman dan Pasar Harjamukti), masih mendominasi pemasaran sayuran organik, meskipun terdapat tantangan terkait pengetahuan konsumen dan kurangnya sertifikasi produk. Karakteristik konsumen yang membeli sayuran organik mayoritas berusia 30-50 tahun, didominasi oleh perempuan (63 responden), berpendidikan sarjana (60 responden), dan ibu rumah tangga (25 responden). Pendapatan bulanan mayoritas responden berkisar antara Rp2.697.000 hingga Rp4.000.000, dengan sebagian besar berasal dari keluarga dengan tiga anggota (46 responden). Atribut yang paling dipertimbangkan dalam pembelian sayuran organik adalah faktor individu, distribusi, dan produk.

Kata Kunci: sayuran organik, karakteristik konsumen, atribut pembelian, analisis conjoint, Kota Cirebon.

ABSTRACT

The consumption of organic vegetables in Indonesia is influenced by factors such as health awareness, income, price, and accessibility. Although there has been an increase in interest toward organic products, the consumption of organic vegetables remains limited. This study aims to identify the characteristics of consumers and the attributes considered in the purchase of organic vegetables in Cirebon City. The research method used a survey with Accidental Sampling technique, involving 100 respondents. The research variables include product, price, promotion, distribution, culture, individual, social, and psychological factors, and data analysis was performed using Conjoint Analysis. The results indicate that traditional distribution channels, such as local markets (Pasar Kanoman and Pasar Harjamukti), still dominate the marketing of organic vegetables, despite challenges related to consumer knowledge and the lack of product certification. The characteristics of consumers purchasing organic vegetables are predominantly aged between 30-50 years, with a majority being women (63 respondents), holding a bachelor's degree (60 respondents), and predominantly housewives (25 respondents). The majority of respondents have a monthly income ranging from IDR 2,697,000 to IDR 4,000,000, with most coming from families of three members (46 respondents). The attributes most considered in the purchase of organic vegetables are individual factors, distribution, and product.

Keywords: organic vegetables, consumer characteristics, purchase attributes, conjoint analysis, Cirebon City.