ABSTRACT


The purpose of this study was to identify the characteristics of consumers of organic rice; analyze the factors that consumers consider in the purchase decisions of organic rice; analyze the attributes that influence consumer decisions in the purchase of organic rice; analyze the factors that influence consumer intentions to continue buying organic rice; and develop marketing strategies as the implications of research results.

Based on the Fisbein calculation results of the analysis, organic rice was perceived superior to non organic rice in its safety to consume attribute and SEM analysis showed that the attitude toward buying behavior of organic rice which was measured through the behavioral beliefs and evaluation of the consequences affects the intention of 0.14 and subjective norms related to the buying behavior of organic rice which was measured by motivation and normative beliefs abiding by 0.12 influenced the intention to continue to buy organic rice and behavioral control which was measured by control beliefs and factor power at 0.44 influenced the intention to continue to buy organic rice. The largest coefficient value was the control of behavior, which meant that the two behavioral control variables gave the most powerful influence.

The forms of organic rice marketing strategies recommended are 1) Keep that in every process of production to the packaging, the hygiene of organic rice is maintained so that the resulting products are free of chemicals and manufacturers should be able to make the conditions so that the product resulted from the production process of the farmer are delivered as quickly as possible to the consumers. 2) Educate the consumers about price by providing knowledge that the price they pay is worth the benefits to be obtained both for health and environment because the production process of the rice has an organic principle. 3) The strategy focusing on changing the consumers attitude (attitude change strategy) toward organic rice, and consumer education about the advantages of organic rice 4) service improvement strategies in delivering organic rice to the consumers homes.

Keywords : Organic Rice, Consumer Attitudes, Buying Behavior of Organic Rice, Fishbein Analysis, Theory of Planned Behavior