



ABSTRACT

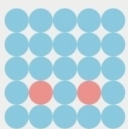
NORTHA IDAMAN. Consumer Attitude Analysis for Organic Rice (Case on Kabupaten Sukabumi). Under direction of LILIK NOOR YULIATI and RETNANINGSIH

The purpose of this study were to analyze product attributes which are important by consumer in Kabupaten Sukabumi related to organic rice; to analyze the contribution of Attitude Toward Behaviour (ATB); Subjective Norms (SN) and Perceived Behavioral Control (PBC) toward behavioral intention to buy organic rice in Kabupaten Sukabumi; and to formulate managerial implication to improve intention to buy organic rice in Kabupaten Sukabumi. This study was based on Theory of Planned Behavior (TPB) which developed by Icek Azjen in 1991. Data analyzed came from 151 respondents which were collected from 4 kecamatan in Kabupaten Sukabumi during May 2012. Analysis used were descriptive, Cochran, and SEM. Descriptive analysis used to looked at the respondent characteristics. Cochran analysis used to recognize which attributes were consider important and prioritized by consumers from 18 attributes of organic rice tested. SEM is used to recognize the contribution of ATB, SN, and PBC toward the formation of behavioral intention to buy organic rice. While SEM analysis in this study then used to formulate the managerial implication based on marketing mix (4P) which consist of price, product, place, and promotion. The marketing mix strategy can be implemented to improve the intention of consumer in Kabupaten Sukabumi to buy organic rice.

Keywords: Organic Rice, Consumer Attituded, Theory of Planned Behavior (TPB), Structural Equation Modelling (SEM)

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