

**MINAT MASYARAKAT UNTUK MEMBELI SAYUR DAN BUAH
DI PASAR GAMPING KABUPATEN SLEMAN**

**Society Interest To Buying Vegetables and Fruits
At Gamping Market Sleman Regency**

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ABSTRACT

This study aims at determining people's attitude, subjective norms and buying interest towards vegetables and fruits at Gamping Market. This research used cluster sampling technique conducted in three locations, which was near Gamping Market, near Modern Market, and located between Gamping Market and Modern Market with 117 respondents. This research used primary data and secondary data. The interest in this study was formed by attitudes and subjective norms calculated using a theory of reasoned action. The result of this study indicated that the attitude of the people vegetables near Gamping Market to buy fruits and was good; the attitude of the people near to buy fruits and vegetables Modern Market was neutral, and the attitude of the people to buy fruits and vegetables that located between Gamping Market and Modern Market was good. Overall, the result of the attitude of society to buy fruits and vegetables in this research was good. Besides, the subjective norm of the community that near Gamping Market to buy fruits and vegetables was neutral, the subjective norm of the community to buy fruits and vegetables that near Modern Market was not good, and the subjective norm of the community to buy fruits and vegetables between Gamping Market and Modern Market was not good. Overall, the subjective norm of society to buy fruits and vegetables in this study was not good. In addition, the buying interest of the people near Gamping Market was high, the buying interest of the people near Modern Market was in the level of average and the buying interest of the people between Gamping Market and Modern Market was high. Overall, people's buying interest in fruits vegetables and in Gamping Market was in the level of average.

Keywords: Attitude, Subjective Norm, Interest, Society, Fruit, and Vegetable.