

ABSTRACT

This study aims to determine the attitude of consumers to vegetable products traded in Giwangan Market Yogyakarta. sampling in this study uses incidental / convenience sampling of consumers who are buying vegetables in traditional markets giwangan. The number of samples used is 100 samples. Data used in this research are primary data and secondary data. The attitude of this research formed descriptive analysis and Fishbein analysis. The results showed that the assessment of the level of trust of respondents to vegetable products in Giwangan Market in view of vegetables based on attributes, the trust of respondents to the price attribute is very good. At the evaluation stage of the respondent's evaluation of vegetable products in Giwangan Market, the importance of vegetable product attribute is useful to know the level of attribute tendency of vegetables that are considered most important to be unimportant by consumers of vegetable products in Giwangan Market in making purchasing decisions, on evaluation evaluation all attributes are considered important by consumers. At the stage of assessment of consumer attitudes toward the level of importance and trust of vegetable attributes in Giwangan Market is measured by using Fishbein multiattribute attitude model where consumers provide an assessment of the attributes of vegetable products aimed at knowing consumer attitudes toward vegetable attributes. In the assessment of consumer attitudes toward the attributes of vegetable products is to give a good attitude towards vegetable products, this means that vegetable products sold in Giwangan Market in the eyes of consumers is good.

Keywords: Consumer Attitudes, Vegetables, Fishbein Model