ABSTRACT

Consumer Decision in Buying Organic Vegetables at Hero Lagoon Avenue Bekasi. 2019. Soraya Astia Putri (Thesis was guided by WIDODO & SUSANAWATI). The Purpose of this research is to find out decision-making in buying organic vegetables at Hero Lagoon Avenue Bekasi and analyze the impact factor for purchasing organic vegetables with SNI logo. The method in this research used descriptive method with incidental sampling technique. The sampling devide in to two groups. 1). Consumer buy organic vegetables with SNI label and 0) consumers who did not buy organic vegetables with SNI label. This study used binominal logistic regression. The data collected was primary data obtained from consumers using a questionnaire, while secondary data taken by recording literature and other documents related to research. The results showed that the number of family income per month, the level of formal education, the reference group, and work categories had significant effect (positive) to the cunsumer's decision to purchase organic vegetables with SNI logo, and age, member of families, perception, and level of social did not significantly affect to the cunsumer's decision to purchase organic vegetables.

Keywords: binary logistik regression, buying decisions, organic vegetables