ABSTRAK

Selly Utami, NIM. 7153210034. Pengaruh Persepsi Harga dan Sikap Konsumen Terhadap Minat Beli Sayuran Organik (Studi Pada Konsumen Pasar Sambas Medan). Skripsi Jurusan Manajemen, Fakultas Ekonomi, Universitas Negeri Medan, Tahun 2019.

Penelitian ini bertujuan untuk mengetahui dan menjelaskan Persepsi Harga dan Sikap Konsumen Terhadap Minat Beli Sayuran Organik (Studi Pada Konsumen Pasar Sambas Medan). Populasi dalam penelitian ini adalah Konsumen Pasar Sambas yang mempunyai minat dalam membeli sayuran organik dengan jumlah sampel sebanyak 100 konsumen.Teknik pengumpulan data yang digunakan adalah observasi dan angket/kuesioner. Teknik analisis data yang digunakan adalah model regresi linear berganda dan pengujian hipotesis uji t, uji f dan koefisien determinasi yang sebelumnya data telah diuji menggunakan uji validitas, uji reliabilitas dan asumsi klasik, pengolahan data menggunakan SPSS 22.0 *for windows*.

Berdasarkan Hasil penelitian Uji hipotesis menunjukan bahwa : 1) Persepsi Harga berpengaruh positif terhadap Minat Beli Sayuran Organik 2) Sikap Konsumen berpengaruh positif terhadap Minat Beli Sayuran Organik Hasil analisis R *squere* sebesar 0,217 yang artinya Minat Beli Sayuran Organik sebesar 21,7% dipengaruhi oleh Persepsi Harga dan Sikap Konsumen sisanya 78,3% variabel minat beli sayuran organik dijelaskan oleh variabel lain diluar penelitian.

Dari hasil analisis ini dapat disimpulkan bahwa terdapat pengaruh Persepsi Harga dan Sikap Konsumen Terhadap Minat Beli Sayuran Organik (Studi Pada Konsumen Pasar Sambas Medan).

Kata kunci : persepsi harga dan sikap konsumen, minat beli

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ABSTACK

Selly Utami, NIM. 7153210034. Effect of Price Perceptions and Consumer Attitudes on the Interest in Buying Organic Vegetables (Study on Sambas Market Consumer Medan). Thesis Department of Management, Faculty of Economics, Medan State University, Year 2019.

This study aims to find out and explain the Price Perception and Consumer Attitudes toward the Interest in Buying Organic Vegetables (Study on the Sambas Market Consumer Medan). The population in this study was the Sambas Market Consumer who had an interest in buying organic vegetables with a total sample of 100 consumers. Data collection techniques used were observation and questionnaires / questionnaires. The data analysis technique used is multiple linear regression models and hypothesis testing t test, f test and coefficient of determination which previously the data has been tested using validity tests, reliability tests and classical assumptions, processing data using SPSS 22.0 for windows.

Based on the results of the study Hypothesis testing shows that: 1) Price perception has a positive effect on the Interest in Buying Organic Vegetables 2) Consumer Attitudes have a positive effect on the Interest in Buying Organic Vegetables The results of R squere analysis are 0.217 which means 21.7% of the Organic Vegetable Interest is affected by Perception Consumer Prices and Attitudes the remaining 78.3% of the variables of interest in buying organic vegetables are explained by other variables outside the study.

From the results of this analysis it can be concluded that there is an influence of Price Perception and Consumer Attitudes Toward the Purchase Interest of Organic Vegetables (Study on the Sambas Market Consumer Medan).

Keywords: price perceptions and consumer attitudes, buying interest

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