

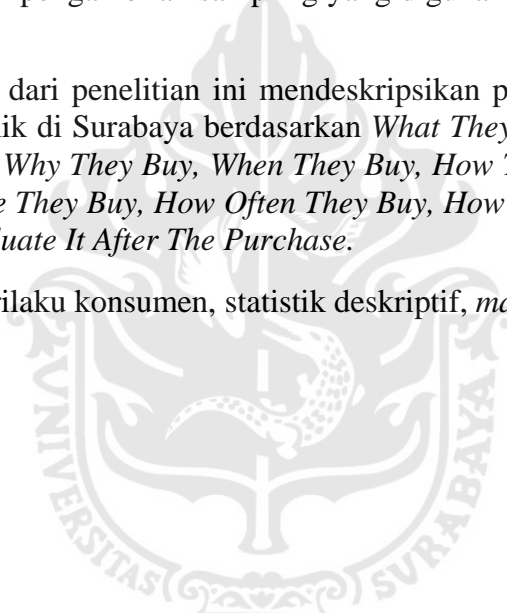
INTISARI

Penelitian ini bertujuan untuk mengetahui bagaimana perilaku konsumen pembeli dan pengguna *makanan organik* di Surabaya. Mengingat pentingnya kesadaran akan kesehatan yang akhir-akhir ini mulai mengalami pertumbuhan yang pesat.

Penelitian ini menggunakan statistik deskriptif dengan pendekatan kuantitatif, dan menggunakan metode *non probability sampling* dengan jumlah sampel sebanyak 140 responden pembeli dan pengguna *makanan organik*. Teknik pengambilan sampling yang digunakan adalah *convenience sampling*.

Temuan dari penelitian ini mendeskripsikan pembeli dan pengguna makanan organik di Surabaya berdasarkan *What They Buy, Who Influences In The Buying, Why They Buy, When They Buy, How They Know About The Product, Where They Buy, How Often They Buy, How Often They Consume, How They Evaluate It After The Purchase*.

Kata kunci: perilaku konsumen, statistik deskriptif, *makanan organik*.



ABSTRACT

This study aims to knowing consumer behaviour who buy and use the organic food in Surabaya. Considering the importance of health awareness is going on a rapid growth lately.

This study is using descriptive statistics with quantitative approach, and for the method is using non probability sampling method consist of 140 sampling who buy and use the organic food. For the technique this study is using convenience sampling technique.

The study found is to describe the organic food buyer and user in Surabaya due to What They Buy, Who Influences In The Buying, Why They Buy, When They Buy, How They Know About The Product, Where They Buy, How Often They Buy, How Often They Consume, How They Evaluate It After The Purchase.

Key words: consumer behaviour, descriptive statistics, organic food.

