



2016

"Small and Medium-sized  
Enterprises Competitiveness"

ISBN 978-602-7577-70-1



# PROCEEDING

## INTERNATIONAL CONFERENCE

Agribusiness Development for Human Welfare



**UMY**

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Muhammadiyah  
Yogyakarta

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Department of Agribusiness, Faculty of Agriculture  
Universitas Muhammadiyah Yogyakarta

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# PROCEEDING INTERNATIONAL CONFERENCE

AGRIBUSINESS  
DEVELOPMENT FOR  
HUMAN WELFARE

*“Small and Medium-sized  
Enterprises Competitiveness”*



Agribusiness Development  
for Human Welfare

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## **EDITOR FOREWORD**

The economic integrations by ASEAN certainly have given a major influence on Small and Medium-sized Enterprises (SMEs). Beside economic integration in the form of free trade area (FTA) that has been going on since the early 2000s, economic integration in the form of ASEAN Economic Community (AEC) has been ongoing since the beginning of 2016. Through this integration, SMEs have opportunity to expand access to markets, technology, and capital. But at the same time SMEs are required to improve their competitiveness in order to survive in the market.

In order to explore ideas, concept, and innovations related to the competitiveness of SMEs, International Conference on Agribusiness Development for Human Welfare (ADHW 2016) was held in Yogyakarta on May 14, 2016. The conference organized by Department of Agribusiness Universitas Muhammadiyah Yogyakarta, in collaboration with Department of Agribusiness and Information System Universiti Putra Malaysia, Department of Agro-Industrial Technology Kasetsart University, Department of Agriculture Socio-Economics Universitas Gadjah Mada, Department of Agriculture Socio-Economics of Universitas Brawijaya, Indonesian Society of Agriculture Economics, Agribusiness Association of Indonesia. Hopefully proceedings of ADHW 2016 provide stimulus for increasing competitiveness of SMEs in ASEAN, especially in Indonesia.

Furthermore, we are grateful to Allah, the Sustainer of all word, who always makes it easy for our affairs. We would like to acknowledge with thanks to all the institution and individual who joined with resources and efforts in organizing the conference that resulted in the papers which are published in this proceeding. Special thanks to all authors and discussants who contributed with their intellectual capital and responded to our call papers. Thanks and acknowledgment are also due to all reviewers of the conference who helped in evaluating submitted papers; and to the members of the Organization Committee, who ensured smooth execution of the event.

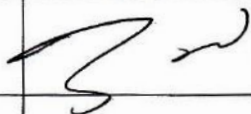
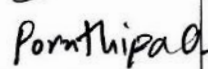

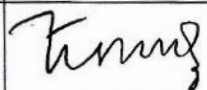
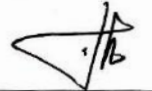
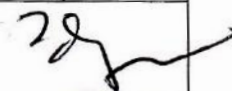
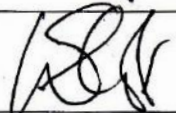
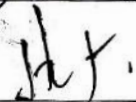
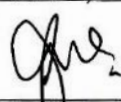

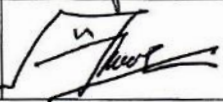
May 30, 2016

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## PREFACE

Assalaamualaikum, Warahmatullaahi., Wabarakaatuh.  
Dear Honorable Governor of Yogyakarta Special Province  
Dear respectable Prof. Dr. Zainal Abidin Mohamed  
Dear respectable Asist. Prof. Pornthipa Ongkunaruk  
Dear respectable Rector of UMY Prof. Dr. Bambang Cipto, MA.  
Dear all invited Guests, Speakers, and Participants of International seminar of ADHW 2016.

Alhamdulillah, all praise be to the Almighty God, so that we can be gathering here today at Muhammadiyah University of Yogyakarta in order to attend the Conference on Agribusiness Development for Human Welfare (ADHW) 2016.

Ladies and Gentlemen,

On behalf of the committee, I would like to say welcome to this International Conference on ADHW 2016 and thank you for attending our invitation.

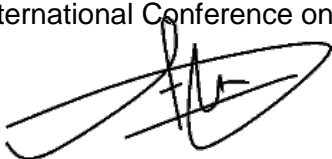
Especially, we are grateful to invited speakers, Prof. Zainal Abidin Mohamed and Asist. Prof. Pornthipa Ongkunaruk, for their willingness to share information and thoughts in this conference. As a bit report, that this conference has been attended by 85 speakers coming from five countries.

This conference entitled "Small and Medium-sized Enterprise Competitiveness". ASEAN Economic Community is the largest economic integration that is going to be implemented at the beginning of 2016 (December 31, 2015). Through this integration, SMEs will have opportunity to expand access to markets, technology, and capital. But at the same time SMEs are required to improve their competitiveness in order to survive in the market. We expect that this seminar is capable of producing thoughts building SMEs within ASEAN, especially Indonesia, to face the free trade.

This event can be done by support and efforts from all sides. Therefore, I would like to say thank you to all committee members having worked hard to conduct this event. We, as the organizer committee, do apologize when there is a shortage in conducting this event.

Wassalamualaikum, Warahmatullaahi., Wabarakaatuh.

Chairman  
International Conference on ADHW 2016



Dr. Aris Slamet Widodo, SP., MSc.

## **WORDS OF WELCOME**

Assalamu'alaikum warahmatullahi wabarakatuh

Alhamdulillah, all praise be to Allah SWT, who has given us His blessings so that this International Seminar of Agribusiness Development for Human Welfare (ADHW) 2016 entitled "Small and Medium-sized Enterprises Competitiveness" can be conducted. This International Conference is held in cooperation among Agribusiness Study Program of Muhammadiyah University of Yogyakarta with Putra University of Malaysia (UPM), Kasetsart University (KU), Association of Indonesian Agricultural Economy (PERHEPI), and Agribusiness Association of Indonesia (AAI), Universitas Gadjah Mada (UGM) and Universitas Brawijaya (UB).

Countries of ASEAN members like Indonesia, Malaysia, and Thailand have more than 90% Small and Medium-sized Enterprises (SMEs). In general, SMEs play important role in economic developments such as in terms of employment, added value, improve foreign exchange, and economic growth. For Indonesia, the role of SMEs is limited to employment and added value, while the foreign exchange from SMEs is still low. According to the General Director of SMEs of Industrial Ministry, in 2013 the total SMEs being able to pass through export market is just under 5 percent. For that required many breakthrough and innovation so that the role of SMEs becomes real economic development, especially in Indonesia, and generally in ASEAN countries.

On behalf of Agribusiness Department of Universitas Muhammadiyah Yogyakarta, we would like to express our gratitude Putra University of Malaysia (UPM), Kasetsart University (KU), Association of Indonesian Agricultural Economy (PERHEPI), Agribusiness Association of Indonesia (AAI), Universitas Gadjah Mada (UGM) and Universitas Brawijaya (UB) for all supports, sponsors, and all committee members having worked so hard that this International Conference can be conducted.

Hopefully, these synergies coming from various parties can provide contribution for developing SMEs in Indonesia and other ASEAN countries as well.

Wassalamu'alaikum warahmatullahi wabarakatuh

Head of Agribusiness Department  
Universitas Muhammadiyah Yogyakarta



Ir. Eni Istiyanti, MP.



**Gubernur**

**Daerah Istimewa Yogyakarta**

**Sambutan**

**KONFERENSI INTERNASIONAL**

**“*AGRIBUSINESS DEVELOPMENT FOR HUMAN WELFARE*”**

**Yogyakarta, 14 Mei 2016**

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Assalamu'alaikum Wr. Wb.

Salam sejahtera untuk kita semua.

Yang Saya hormati :

- Rektor Universitas Muhammadiyah Yogyakarta;
- Para Narasumber;
- Hadirin dan Para Peserta yang berbahagia,

Puji dan syukur marilah kita panjatkan kehadirat Allah SWT karena hanya atas limpahan rahmat serta karunia-Nya, kita dapat hadir pada kesempatan acara **Konferensi Internasional “*Agribusiness Development For Human Welfare*”** ini dalam keadaan sehat wal’afiat.

Pada kesempatan kali ini, secara ringkas Saya akan menyampaikan mengenai industri kecil menengah nasional yang menjadi tema pada pembukaan Seminar Internasional “*Agribusiness Development For Human Welfare*” ini.

**Hadirin dan Saudara-saudara sekalian yang Saya hormati,**

Berdasarkan data BPS, pertumbuhan industri pengolahan nonmigas pada tahun 2015 secara kumulatif sebesar 5,04%; lebih tinggi dari pertumbuhan ekonomi (PDB) pada periode yang sama sebesar 4,79%. Pada periode Januari-Desember 2015, nilai ekspor produk industri pengolahan nonmigas mencapai USD 106,63 Milyar, dan nilai impor mencapai USD 108,95 milyar, sehingga neraca perdagangan industri pengolahan nonmigas pada periode yang sama sebesar USD 2,32 milyar (neraca defisit).

Usaha pemerintah untuk memperkecil defisit di atas, salah satunya dengan cara memberdayakan Industri Kecil dan Menengah (IKM) yang merupakan bagian penting dalam perkembangan industri nasional. Sampai saat ini, Industri Kecil dan Menengah



telah berkontribusi sebesar 34,82% terhadap pertumbuhan industri pengolahan nonmigas secara keseluruhan.

Angka ini dapat tercapai karena dukungan lebih kurang 3,6 juta unit usaha, yang merupakan 90 persen dari total unit usaha insutri nasional. Jumlah unit usaha tersebut telah mampu menyerap tenaga kerja sebesar 8,7 juta orang, yang tentunya berdampak pada meningkatnya ekonomi nasional serta mengurangi kemiskinan.

Industri Kecil dan Menengah (IKM) memiliki peran yang strategis dalam perekonomian nasional. Hal ini sejalan dengan Visi Pemerintah dalam Rencana Pembangunan Nasional Jangka Menengah (RPJMN) 2015-2019 yaitu *“Terwujudnya Indonesia yang berdaulat, mandiri, dan berkepribadian berlandaskan gotong royong”*.

Untuk lebih meningkatkan peran tersebut, Penumbuhan dan Pengembangan Industri Kecil dan Menengah diarahkan untuk memiliki tujuan jangka menengah guna mewujudkan industri kecil dan industri menengah yang berdaya saing, berperan signifikan dalam penguatan struktur industri nasional, pengentasan kemiskinan dan perluasan kesempatan kerja, serta menghasilkan barang dan/atau jasa Industri untuk keperluan ekspor.

#### **Hadirin dan Saudara-saudara sekalian,**

Awal tahun ini, kita telah memasuki era Masyarakat Ekonomi ASEAN (MEA). Dengan demikian, perekonomian nasional akan langsung bersaing dengan para pelaku pasar di kawasan ASEAN. Produk dan jasa termasuk investasi negara-negara anggota telas bebas memasuki pasar di kawasan ASEAN.

Dalam rangka menghadapi hal tersebut, Pemerintah mengambil langkah-langkah strategis berupa peningkatan daya saing industri dan mendorong investasi di sektor industri; di mana peningkatan daya saing industri itu sendiri dilakukan melalui penguatan struktur industri dengan melengkapi struktur industri yang masih kosong serta menyiapkan strategi ofensif dan defensif dalam akses pasar.

Pemerintah telah melakukan Penguatan Sektor IKM dengan strategi ofensif dan defensifnya melalui beberapa program pelaksanaan, diantaranya antara lain: Penumbuhan Wirausaha Baru; Pengembangan IKM melalui Pengembangan Produk IKM serta Peningkatan Kemampuan Sentra dan UPT; Pemberian Bantuan Mesin dan Peralatan Produksi; Perluasan Akses Pasar melalui Promosi dan Pameran; Fasilitasi Pendaftaran Hak Kekayaan Intelektual; Fasilitasi Sertifikasi Mutu Produk dan Kemasan; serta Fasilitasi Pembiayaan melalui Skema Kredit Usaha Rakyat (KUR).

Saya berharap agar berbagai program-program pemerintah tersebut dapat didukung secara sinergis oleh seluruh komponen masyarakat. Untuk itu, Saya berpesan kepada Saudara-saudara sekalian agar semua program pemerintah dalam bidang

Industri, khususnya dalam program pemberdayaan Industri Kecil dan Menengah, didukung dengan sepenuh hati, agar dapat lebih bermanfaat bagi masyarakat dalam rangka pengembangan industri kecil menengah.

**Hadirin dan Saudara-saudara sekalian yang Saya hormati,**

Demikian beberapa hal yang dapat Saya sampaikan. Akhirnya dengan memohon ridho Allah Subhanahu Wata'ala, seraya mengucap "*Bismilahirrahmanirrahim*", **Konferensi Internasional "Agribusiness Development For Human Welfare"** dengan ini secara resmi Saya nyatakan dibuka. Semoga Allah SWT memberikan petunjuk, bimbingan, perlindungan dan kemudahan dalam setiap langkah dan upaya kita. Amien.

Sekian dan terima kasih.

Wassalamu'alaikum Wr. Wb.

Yogyakarta, 14 Mei 2016  
GUBERNUR  
DAERAH ISTIMEWA YOGYAKARTA



**HAMENGKU BUWONO X**

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## CONSUMER PREFERENCE TOWARDS ORGANIC VEGETABLES AT SUPER INDO SULTAN AGUNG YOGYAKARTA

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### ABSTRACT

The aims of this research is to find out how the consumers decision process on purchasing organic vegetables and their preference towards organic vegetables are. This is an quantitative research which use descriptive method. There are two brands and six attributes that being evaluated in this research. The brands are TOM and TOS, while the attributes are price, packaging, brand, freshness, variant of vegetables, and organic label. The data analysis techniques used in this research are descriptive and ideal point attitude model. The result of the research, which is taken from 44 respondents, shows that freshness is the most important attribute in organic vegetables. Consumers' are being motivated to consume organic vegetable because of its better nutrient compared to non-organic. Magazine and newspaper are the source of information about organic vegetables that being accessed by mostly consumers. People feel good benefits to their health after consuming organic vegetables so they decided to continue consuming organic vegetables. Overall, TOM brand gained higher score than TOS brand, and consumer prefer to buy TOM's organic vegetables.

**Keywords:** consumer, preference, organic vegetable, product attributes, ideal point attitude model

### INTRODUCTION

Nowadays, there is a popular lifestyle happening in some citizen of Yogyakarta. People prefer to consume low calories and high fiber food as their diet. Based on the data from Pusdatin, there is a decreasing amount of calorie consumption of Indonesian citizen from 2.014,91 kkal in 2007 then become 1.842,75 kkal in 2013 (decreasing for 172,16 kkal). The biggest decreasing is in grain, with the amount of 76,58 kkal. Moreover, some people applied a high standar to their food by avoiding chemical material or pesticide. People try to find the best food which can bring the best benefit to their health, one of the way is by consuming organic food and organic vegetables.

Consumers who try to follow a healthy diet and balanced life are likely to have more positive attitudes towards organic food products, inducing a more

likely intention to purchase organic vegetables(Bonti-Ankomah et. al., 2006). Organic vegetable's consumers are selective consumer since they really wanted to experiencing best effects to their health. The consumers put a high attention to organic vegetable's attributes.

Organic vegetables are now available in some supermarket and grocery. Number of supermarket and grocery which sell organic vegetables is now getting higher. One of the well-known supermarket that sell organic vegetable in Yogyakarta is Super Indo Sultan Agung. Unfortunately, the variant of organic vegetables is limited. Due to that background, this study is aimed to find out how is the consumers purchase decision on buying organic vegetables and their preference in buying organic vegetables.

## METHOD

The supermarket was chosen to be location for this research because it has a lot of organic vegetables consumers and it provides more than one brand of organic vegetable.

Data and information in this research is collected with observation and questionnaire. The observation aims to find out information about organic vegetables purchasing patterns and questionnaire used for determine consumers purchase decision process on buying organic vegetables and also their preference in buying organic vegetables.

Data analysis techniques used in this research are descriptive and ideal point attitude model. Consumer purchase decision process is analyzed with data analysis descriptive and consumer preference on organic vegetables is analyzed with ideal point attitude model. Ideal point attitude model used for analyze the importance level for each attribute, how is the consumer's evaluation to product attributes, and how is the consumer's ideal standard about the attributes.

Sampling technique used in this research is judgement sampling which means that not all the buyer of organic vegetables can be a respondent in this research. The respondent must have at least one time experience in consuming organic vegetable before.

## RESULT AND DISCUSSION

### Consumers Purchase Decision Process on Buying Organic Vegetables

There are five steps on consumers purchase decision process: need recognition, information search, alternative evaluation, purchase decision, and post-purchase behaviour (Kotler, 2005).

#### 1. Need Recognition

The need recognition is the first step in the purchasing process. If there is no need, there is no purchase. This recognition happens when there is a lag between the consumer's actual situation and the ideal and desired one.

**Table 1. Consumer motivation in consumption of organic vegetables**

Motivation	Amount	Percentage (%) *)
Worry about pesticide in non-organic vegetable	26	59
Better nutrient than non-organic vegetable	27	61
Want to try consuming organic vegetable	1	2
Family habit	4	9
Better taste	4	9
Others	2	5

\*) Percentage towards the number of respondents (n=44)

Mostly of the consumers being motivated to consume organic vegetables because of the better nutrient in organic vegetable compared to non-organic. The second motivation is because of people are worry about the bad impact from pesticide. It shows that organic vegetables consumer are believe that organic vegetables has a different nutrient from non-organic vegetables, they also trust the organic vegetables producers applying good organic vegetable farming during the cultivation. The data shows that organic vegetables consumer are having a strong motivation in consuming organic vegetables.

#### 2. Information Search

Once the need is identified, it's time for the consumer to seek information about possible solutions to the problem. They will search more or less information depending on the complexity of the choices to be made but also his level of involvement. There are two main source of information: internal and external. Internal information: this information is already present in the consumer's memory. It comes from previous experiences they had with a product or brand and the opinion they may have of the brand. External information: This is information on a product or brand received from and obtained by friends or family, by reviews from other consumers or from the press. Not to mention, of



course, official business sources such as an advertising or a seller's speech.

**Table 2. Consumer sources of information about organic vegetables**

Source of information	Amount	Percentage (%) *)
Newspaper, magazine	18	41
Family	14	32
Supermarket	12	27
Friends	9	20
Internet	7	16
Television	7	16
Experience of consumption	3	7
Radio	1	2
others	4	9

\*) Percentage towards the number of respondents (n=44)

Here is the sequence of information sources about organic vegetables accessed by consumers: newspaper/magazine, family, supermarket, friends, internet, television, experience of consumption, and radio. Mostly of the consumers read magazine and newspaper so they know about organic vegetables. That because newspapers and magazines are often included some articles about organic vegetable on it. This is a kind of opportunity for organic producer to promote their products on newspaper and magazines.

### 3. Alternative Evaluation

Once the information collected, the consumer will be able to evaluate the different alternatives that offer to them. They will evaluate the most suitable thing to their needs and choose the one which is best for them.

**Table 3. Consumers main consideration in buying organic vegetables**

Main consideration in buying organic vegetable	Amount	Percentage (%)
Price of the product	1	2
Freshness of the product	30	68
Packaging of the product	1	2
Organic label	6	14
Product variant	2	5
Brand	0	0
Others	4	9
Total	44	100

Mostly of the consumers considered that freshness is the most important thing from organic vegetables. So, when consumers are buying organic vegetables, the first thing that being considered is about its freshness. This fact become a challenge for supermarket to kept the vegetables fresh during the display at the supermarket. Organic label also got a high attention from consumers, because it is the identity of organic vegetables at supermarket which makes them certain to buy the vegetables.

### 4. Purchase Decision

Consumer buying decision process and their decision process may also depend or be affected by such things as the quality of their shopping experience or of the store, the availability of a promotion, and conditions for the sale.

**Table 4. Consumers decision on purchasing organic vegetables**

Buying decision	Amount	Percentage (%)
Routine activity	24	55
Depends on the situation	17	39
Spontaneously	3	7
Total	44	100

Mostly of the consumers decided to buy organic vegetables because they have been routinely consuming organic vegetables. Consumers have a habit to consuming organic vegetable so they go to supermarket in purpose of buying organic vegetables. Some other

customers decided to buy organic vegetables in some situation, means that they buy organic vegetables when they want and do not buy when they don't want. This buying decision depends on the availability of organic vegetables at the supermarket.

#### 5. Post-purchase Behaviour

Once the product is purchased and used, the consumer will evaluate its utility with his original needs. If the consumer feels satisfied, s/he will continue purchasing and using the product.

**Table 5. Consumers reason to continue buy organic vegetables**

Reason	Amount	Percentage (%)
Good benefit to body	27	61
Habit of consumption	14	32
Others	3	7
Total	44	100

In this research known that mostly of the respondent are satisfied by the effect of consumption organic vegetables. Sixty-one percent of respondent declare the reason of why they continued consuming organic vegetables because they feel a good benefit to their health after consuming organic vegetables. This means that they are totally aware about the benefit of consumption organic vegetables in their body. Thirty-two percent of the respondent decide to continue consuming organic vegetables because of consumption and seven percent of the respondent decide to continue consuming organic vegetables because other reasons like safe for children, feel happier if they consuming organic vegetables, and realize that they need organic vegetables. This result lead us to a fact that organic vegetables can help us to get healthy and also bring good benefits to our body.

#### Consumer Preference Towards Organic Vegetables

Information in this research is analyzed with ideal point attitude model. According to Farlex Financial Dictionary,

the ideal point attitude model theory is about consumer buys a product based on how closely it fits with the consumer's attitude of how the product "should" be. For example, given two brands of peanut butter with similar labels, prices and so forth, a consumer will buy the brand that conforms (or is thought to conform) most to what the consumer thinks peanut butter should taste like. According to the ideal point attitude model, a consumer buys a product based on how closely it fits with the consumer's attitude of how the product "should" be. Confirmed to Sumarwan (2011), in ideal point attitude model consumers have an important value for each attribute which influence their way to choose a product.

#### 1. Level of Importance

Rank of importance shows the level of importance for each organic vegetable's attribute. The most importance attribute then become the main consideration to buy a product.

**Table 6. Organic vegetable attributes's level of importance**

Attribute	Range of Score	Level of Importance (Wi)
Price	1 - 5	3,318
Packaging	1 - 5	3,568
Brand	1 - 5	2,795
Freshness	1 - 5	4,5
Variant of vegetables	1 - 5	4,25
Organic label	1 - 5	4,091

Based on the data analysis, known that rank of attributes level of importance in organic vegetables are freshness, variant of vegetables, organic label, packaging, price, and brand. Freshness is the most important attribute for consumer of organic vegetables. It means that consumer take a high attention on the product's freshness. Freshness associated with the taste of vegetable, the fresher vegetable means that the nicer taste of the vegetables. The second attribute which got high attention from consumer is variant of vegetables. Variant of organic vegetables is very important especially for loyal consumer of organic

vegetable, many variants of vegetables avoid the consumers from boredom of organic vegetable product. The third attribute is organic label, organic label become very important since it distinguishing organic vegetables from non-organic vegetables. The next attribute is packaging. Packaging of organic vegetable has a main purpose to protect the vegetables since vegetable is a perishable product. Price become not really important for organic vegetable consumer because they realize that organic farming needs extras caring compares to non-organic vegetable. Brand is the most unimportant attribute for consumer. They focussed more on vegetable's freshness, variant, and organic label.

## 2. Ideal Value and Performance

Ideal values show the information about how the product "should" be and performance shows the consumer's real evaluation to the product.

**Table 7. Consumers ideal value and evaluation on TOM and TOS organic vegetable attributes**

Attribute	Ideal value (li)	Performance (Xi)	
		TOM	TOS
Price	3,023	3,409	3,364
Packaging	3,273	3,409	3,091
Brand	3,136	3,477	3,068
Freshness	4,205	3,682	3,636
Variant of vegetables	3,818	3,727	3,023
Organic label	3,977	3,864	3,386
<b>Total</b>		<b>21,568</b>	<b>19,568</b>

The data on the Table 7 shows that average of ideal value in organic vegetables attributes is in medium scale, with number of scale 3. By the information can be concluded that consumers of organic vegetables do not put a high standard to organic vegetables performance.

Brand TOM gained higher score than brand TOS in all attributes. Attribute in brand Tom which gain higher score is organic label with number of score is 3,864. The high score for TOM's organic label is because it contain "Organic

Indonesia" logo on its packaging. Because of that logo, people trust brand TOM better than TOS brand.

Different from brand TOM, TOS gained highest score on its freshness attribute. Some of the respondent said that they like the freshness of TOM better than TOM's freshness, but because of the limited variant and amount of TOS organic vegetables, so they decided to buy TOM.

## 3. Consumer's attitudes toward brand TOM and brand TOS

**Table 8. Consumers attitude toward organic vegetables from brand TOM and TOS**

Attribute	Attitudes (Ab)	
	TOM	TOS
Price	-0,955	-0,841
Packaging	-0,432	0,682
Brand	-0,886	0,136
Freshness	2,523	2,750
Variant of vegetables	0,477	3,227
Organic label	0,386	2,500
<b>Total score =</b>	<b>1,114</b>	<b>8,455</b>
<b><math>\sum Wi [li - Xi]</math></b>		

Attitude score for each attribute is calculated from the difference between ideal value and performance then multiplied by level of importance. So, the smaller score means the better consumer's attitude toward a brand. Based on the all attributes evaluation, TOM gained higher total score than TOS. Consumer prefer to choose TOM brand because its mostly attributes are better than TOS' attributes.

## 4. Attitude Differentiation Test

Paired T test is used for identify consumer's differentiation attitude to every attributes on brand TOM and TOS.

**Table 9. Test results of consumer's differentiation attitude**

Attribute	t	Sig.
Price	- 0,647	0,521
Packaging	- 3,586	0,001
Brand	- 2,617	0,012
Freshness	- 0,707	0,484
Variant of vegetables	- 4, 648	0,000
Organic label	- 4, 186	0,000
Average	- 5, 258	0,000

The result shows that consumers have a different attitude towards variant of vegetables attribute, organic label attribute, brand attribute, and packaging. Whereas the attitude on price attribute and freshness attribute are about the same. Overall, there is a different attitude towards brand TOM and brand TOS for consumer.

Different attitude on variant of organic vegetables attribute is related to the availability of the vegetables at supermarket. Different attitude on organic label is because TOM designed its packaging with "Organic Indonesia" label while TOS does not. The different attitude on packaging is because TOM has more attractive design on its packaging compared to TOS. People are more familiar to brand TOM because it always displayed all week long at supermarket while TOS only displayed on several days. The attitude towards price and freshness attributes is about the same because supermarket give the same price for the two brands and always taking care of expired date on the vegetables

## CONCLUSION

From the analysis and discussion can be concluded that consumer have a high motivation in consuming organic vegetables, one of the biggest motivation is because they need better nutrient from organic vegetables. Mostly of the consumer know about organic vegetable from newspaper and magazine. Freshness has the highest consideration on consumer buying decision. Consumer buy organic vegetable because a routine

habit to consume organic vegetables. The reason why consumer continue consume organic vegetable is because they feel better effect on their body after consuming organic vegetables.

Freshness is the most important attribute on organic vegetable. Consumer applying a "medium" standard on organic vegetables performance, they dont have a high or extreme standard on organic vegetable. Consumer prefer brand TOM better than brand TOS. The score shows that brand TOM got a higher score than brand TOS in all attributes. In this research found that there is a different attitude on the performance of organic vegetable from brand TOM and TOS.

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### DISCUSSION FROM PARALLEL SESSION

<b>PAPER TITTLE</b>	Consumer Preference Towards Organic Vegetables at Super Indo Sultan Agung Yogyakarta
<b>AUTHOR</b>	Nisa Murti Andari, Widodo, Sriyadi
<b>DISCUSSION</b>	
<b>QUESTION</b>	<ol style="list-style-type: none"><li>1. What is the different between TOM and TOS?</li><li>2. Tell us more about Ideal Point Model?</li></ol>
<b>ANSWER</b>	<ol style="list-style-type: none"><li>1. TOM and TOS is a brand. TOM was supplied every day and TOS was supplied every week.</li><li>2. Can only evaluate the product from brands.</li></ol>
<b>SUGGESTION</b>	<ol style="list-style-type: none"><li>1. Give questions of questioners</li><li>2. Not consumer but costumer</li><li>3. Check variable</li><li>4. Use validity and reliability or variable</li></ol>



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