

**CONSUMER INTEREST FOR BUYING THE ORGANIC RICE IN MODERN
MARKET YOGYAKARTA**

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ABSTRACT

This study aims to identify the consumer interest for buying the organic rice in the modern market, and what are the factors that affect the consumer interest for buying the organic rice in the modern market. The location of the research implemented in Supermarket Super Indo and Pamella Satu Supermarket. The location determined in purposive, with the consideration of the location as the modern market representation to the people in the middle-up and the people in the middle. The data collected with the distributing of the questioner, then analyzed using the descriptive and multiple linear regression analysis. The result toward 60 respondents in both modern market shows that the consumer interest for buying the organic rice in modern market in the very interested category that is amount of 83% in Super Indo Godean and amount of 47% in Pamella Satu. Shown by amount 12 respondents in Super Indo Godean and amount 22 respondents in Pamella Satu that was bought the organic rice. In together, the factors that affect the consumer interest for buying the organic rice are price, merk, availability of the product, and health awareness. In the partial, there just the availability of the product that affect significantly, and to the price factor, merk factor and health awareness factor, aren't affect significantly.

Keywords: *Organic rice, consumer interest, the factors of the consumer interest*