

**SIKAP MASYARAKAT TERHADAP SAYURAN SEGAR PADA WARUNG
PAK TANI DI KECAMATAN GODEAN KABUPATEN SLEMAN**

*The Society Attitude Toward Fresh Vegetables in Warung Pak Tani in Godean
Sub-District, Sleman District.*

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ABSTRACT

This study aims to determine the attitude of society, subjective norms of society, and buying interest of society in fresh vegetables in WPT in Godean Sub-District Sleman. The method used is descriptive method. The data used are primary and secondary data. Respondents in this study were 90 taken using slovin formula for three locations near WPT, near Godean Market, and between WPT and Godean Market. Methods of data collection used were interviews and questionnaires. The result of research shows that the trust of society three research sites are classified as neutral, the evaluation of society from the three research sites is good, the third class of the research location is good, the subjective norms of society the research sites are neutral, and the buying interest of society the three research sites is moderate. WPT owners need to increase the diversity and availability of fresh vegetables, and improve the quality of service.

Keywords : *Attitude, Subjective Norm, Interest, Fresh Vegetables*