

**FAKTOR – FAKTOR YANG MEMPENGARUHI MINAT BELI
KONSUMEN TERHADAP BAHAN MAKANAN ORGANIK DI
PALEMBANG**

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ABSTRACT

Popularity of organic foods slowly starting to affect consumers in Palembang. Various kinds of organic food is produced and marketed. Generally people are eating organic, health reasons and more secure. However, based on observational studies, that there are many factors that influence, that is halalness, perceived quality, health awareness, food safety and price. These factors have different effects. Thus the purpose of this research, to see how factors influencing consumers to buy, and find out whether these factors has a positive or negative effect it gives. To answer the formulated empirical research will be conducted. The research data obtained directly through questionnaires, the Likert scale of 1 (one) to 5 (five) were randomly distributed to 100 respondents organic consumers. Engineering pengambilan samples with convenience samples, to analyze data, use vailiditas test, reliability test, the classic assumption test and regression test. The results of this study stated that the influence of the most influencing consumers to buy organic food at Palembang City against, is the factor of perceived quality and the smallest factor effect is halalness. Besides the price factor has a negative effect.

Keywords: Interest Buy, Organic Food, Halalness, Health Awareness, Perceptions of Quality, Food Safety, Price