

# Effect of Product Attributes on Consumer Satisfaction of Organic Vegetables at Dian Pertiwi Supermarket, Ambon City

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This research aims to analyse the effect of product attributes on consumer satisfaction of organic vegetables. The study was conducted at Dian Pertiwi Ambon City Supermarket. The research sample of 50 respondents was organic vegetable buyers taken by a random sampling method. The measured variables were customer satisfaction and product attributes consisting of the price (X1), packaging (X2), continuous and available on time (X3), clean and fresh (X4), quality (X5) and labelling (X6). Analysis of the research data was by using multiple regression. Based on the explanation above, the relationship between output and input is linear. The results of the analysis showed that simultaneously variables of prices (X1), packaging (X2), continuous and timely availability (X3), clean and fresh (X4), quality (X5) and labelling (X6) affect the satisfaction of organic vegetable consumers. This was shown with an F-count of 34.895 > F-table (2.29). The coefficient of determination was 0.83. This coefficient means that 83% of customer satisfaction can be explain by price, packaging, continuous and available on time, clean and fresh, quality and labelling. While other variables outside the model explain the other 17%. Partially the value of t-count for the price variable (X1: 5.93), packaging (X2: 4.37), clean and fresh (X4: 5.39), and quality (X5: 3.12) had a significant effect on customer satisfaction because of the value of t-count > t-table (2.01).

**Key words:** *Consumer, organic vegetable, satisfaction, product, Ambon City.*

## Introduction

Previous studies reviewed by (Samodro and Yuliawati, 2018) explained organic farming as an agricultural cultivation technique that relies on natural ingredients without using synthetic ingredients (Dlamini and Kongolo, 2014). The main purpose of organic farming is to provide agricultural products, especially food, that is safe for the health of producers and consumers and does not damage the environment (Sutanto, 2002). Such a healthy lifestyle requires a guarantee that agricultural products must be safe for consumption (food safety attributes), high nutrient content (nutritional attributes) and environmentally friendly (eco-labelling attributes) (Sulistiyana and Mulyo, 2014). Healthy and highly nutritious food can be produced by organic farming methods (Yanti, 2005). According to Khalimi (2010), the use of fertilisers containing synthetic chemicals in plants can cause health problems and environmental pollution. To overcome these problems organic fertiliser must be used. This organic fertiliser can be in the form of compost, manure, green fertiliser and liquid organic fertiliser. For raw materials organic fertiliser is very easy to obtain because it utilises materials such as organic waste that is around in the environment (Irawati and Salamah, 2013). Organic vegetables are now becoming a new health trend for most people. Organic vegetables are foods that are grown without using any chemical fertiliser. Not only that, but organic vegetables are also not sprayed with chemical-based liquid pests. Organic vegetables are considered healthier because they are free of chemicals.

The lifestyle of the people in Ambon City has gradually begun to change, especially in increasing the consumption pattern of organic food ingredients such as organic vegetables. New markets in Ambon City such as Dian Pertiwi Supermarket sell organic vegetables supplied from organic vegetable farmers in Ambon City. Consumer visits to the modern market are relatively high. Sometimes retailers experience a shortage of organic vegetable stock because the farmers' supply is limited. This condition has become a consideration for expanding the network of organic farmers in Ambon City, specifically and Maluku in general to meet the needs of consumers of organic vegetables. The people of Ambon City have begun to demand a healthy lifestyle of organic food. Consumption of organic food is very beneficial for health.

Previous studies reviewed by Dlamini (2014), included: implying the systematic connexion or co-ordination of parts in one whole (Rigby and Cacere, 2001). Organic farming holds an increasingly important position in today's agriculture. Hardly any discussion about the future of modern agriculture is made without considering organic farming (Niemeyer and Lombard, 2003). Organic farming has been the subject of debate, as it goes to the heart of the issue of whether incentives and technical support for organic sector expansion are needed and even whether widespread organic agriculture would be capable of producing sufficient food (Francis and van Wart, 2009; Avery & Avery, 2004).

In light of these developments, due to health concerns and higher incomes of consumers, consumption of organic foods is expected to increase in the foreseeable future. Social sensitivity also created new opportunities for producers for marketing organic food products. The support given to organic agriculture producers (such as providing input and certification expenses) will contribute to the development of the sector and may reduce price differences between organic production and conventionally produced foods. The support given to research and development should continue to improve the development process of organic food products (Demirtas et al., 2015).

Organic vegetables are very popular with consumers in Ambon City, but they are still in short supply. Organic vegetable producers supply organic vegetables in sufficient quantities but they sold out quickly. The performance of organic farmers needs to be improved to meet the needs of unlimited consumers. The use of inputs in the production of the vegetables showed increasing returns to scale. As a result of this, the study suggested that for farmers to produce efficiently all inputs that were significant in the production of the vegetables needed to double the output (Dlamini, 2014). Consumer satisfaction with various organic products is determined based on price, packaging, sustainable product availability, freshness, cleanliness and be available on time. These attributes are essential as consumers consider buying a product. The purpose of this study was to analyse the effect of product attributes on consumer satisfaction of organic vegetables in Dian Pertiwi Supermarket, Ambon City.

## Material and Methods

The study was conducted at the Dian Pertiwi Supermarket in Ambon City for two months, from May to August 2019. The research sample was buyers of organic vegetable products. The sampling method was an accidental sampling (sampling by chance) of consumers who buy organic vegetables and it totalled 50 people. The measured variables were customer satisfaction and product attributes consisting of the price (X1), packaging (X2), continuous and available on time (X3), clean and fresh (X4), quality (X5) and labelling (X6). The data analysis was done using multiple regression. Based on the explanation above, the relationship between output and input is linear. The equation model was:

$$Y_i = \alpha_0 + X_1 + X_2 + X_3 + X_4 + X_5 + X_6 + u_i$$

Note: price (X1), packaging (X2), continuous and available on time (X3), clean and fresh (X4), quality (X5), and labelling (X6).

## Result and Discussion

### *Consumer Behaviour in Purchasing Organic Vegetables*

Dian Pertiwi Supermarket provides consumer needs such as food, instant food, drinks, fruits, vegetables and other products. The location is very strategic because it is located in the centre of the city, making it easier for consumers to reach. The presence of Dian Pertiwi Supermarket provides a fresh approach for shoppers. At present, Dian Pertiwi Supermarket provides more than 3,000 types of products including fresh agricultural products, fruits, vegetables, cut and processed chicken, fresh fish, shrimp and squids (of export quality). The concept of company management is: modern-minimalist; prioritising and providing the best service to consumers; providing quality products at affordable prices; and carrying out integrated management to support the development and progress of the supermarket.

Consumers who shop at the Dian Pertiwi Supermarket vary in their age, education, income and occupation levels. The results of research by Timisela et al., (2017), showed that the age of consumers of organic vegetable users is in the range of 36-45 year olds; the highest level of education of consumers of organic vegetable users is bachelor level because they often visit *frismart* and know more about the availability of organic vegetables in *frismart* through various information sources; and the level of income of consumers who shop at *frismart* is between Rp. 3,100,000 to 5,100,000. Consumers who frequently visit *frismart* mostly have jobs as Civil Servants. Characteristics of consumers like this are also found in the Dian Pertiwi Supermarket. These characteristics are supported by the research of Halit, Ozcan and Hasan (2014), who found that consumers who were older, highly educated and had higher income levels were more inclined to buy organic products.

The behaviour of consumers who are loyal to products will provide benefits for producers because consumers will try to find the product they want (Sunyoto, 2014). Consumer behaviour is a way for someone to decide to utilise their available resources (time, money and effort) to buy goods related to their needs and desires (Dewi, 2015). The behaviour is also a study of how a person, group or organisation chooses, buys, uses and places goods, services, ideas or experiences to satisfy their wants and needs (Muchlisin, 2016).

Product attributes largely determine the choice of goods or products of consumers. According to Gelmers (2015), before deciding to buy or not buy, consumers are in the evaluation phase, where they form preferences between brands from a collection of choices. Consumer decisions to modify, delay or avoid purchasing are also strongly influenced by perceived risk. Product attributes are the characteristics of a product that are used for evaluation during consumer decision making, where it depends on the type of product and its purpose (Engel et al., 1995). According to Kotler (2007), consumers make buying decisions usually through

five logical steps. First, realise the needs that have not been satisfied. Second, make some logical choices. Third, identify the items; and the fourth step is evaluation.

The fifth step is the buying decision and this includes the customer's motivation and the image of the retail store. Factors influencing the stages of a purchasing decision, according to Engel et al., (1995), are determinants of purchase intentions and environmental influences or individual differences. The product attributes analysed for consumer satisfaction of organic vegetables include price, packaging, continuous and available on time, clean and fresh, quality and labelling. These attributes are essential for influencing consumers to buy organic vegetable products. The results of the Timisela et al., (2018), study showed that organic vegetables were feasible to be cultivated because of the B/C value of 1.26, meaning that if one hundred rupiahs were sacrificed by farmers to carry out organic vegetable farming activities; the farmer would obtain an additional net benefit of 126 rupiahs.

### ***Attributes of Organic Vegetable Products***

The attributes of the studied organic vegetables include price, packaging, continuous and available on time, clean and fresh, quality, and labelling. The average organic product attribute index showed in Table 1.

Table 1 shows the respondent's response to product attributes including price, packaging, continuous and available on time, clean and fresh, quality, and labelling. The price attribute indicates the amount of value paid by consumers for organic vegetable products. Consumers are satisfied with the price determined by the distributor. The packaging used for organic vegetables is plastic. The organic vegetables were packaged so well that consumers are interested in buying them. Organic vegetables are in great demand by consumers; therefore continuity and availability are greatly expected by consumers. Consumer demand for organic vegetables is high, but availability is sometimes limited at Dian Pertiwi Supermarket. Clean and fresh organic vegetables make consumers more interested and increase their appetite for consumption. Vegetable quality because it uses organic ingredients makes is safe for consumption. Labelling organic vegetables is quite good because there are differences between non-organic vegetables. Distributors label organic vegetables so that consumers can more easily know the difference between organic and non-organic.

**Table 1:** Average Index of Organic Vegetable Product Attributes

No	Description	Score					Index Number (%)
		1	2	3	4	5	
1	Price	5	12	18	33	32	75
2	Packaging	8	15	32	20	25	67.8
3	Continuous and available on time	7	15	38	28	12	64.6
4	Clean and Fresh	4	7	20	45	24	75.6
5	Quality	6	12	16	48	18	72
6	Labelling	5	14	21	40	20	71.2
Average Index		71.03					

### *Price*

Price is the amount of money charged for a product desired by consumers or the value exchanged by consumers to get the benefits of using a product or service (Zakaria, 2017). Product price determines the choice of consumers in purchasing a product. A consumer will use the price as a reference point when choosing a particular product. A high or low price will influence the consumer's choice about buying the product or not. The price is still the most important factor for any market enlargement strategy. Suppliers cannot ignore the opportunities offered by differentiation any more. A larger organic food market is going to be the basis and the expression of the social acknowledgement of some important agricultural functions. This will improve the efficiency of policies devoted to promoting the European Agricultural Model, i.e. sustainable, competitive and rural development promoter (Idda et al., 2008).

The appearance of fresh and clean organic vegetables increases consumer appetites to pay money to get these vegetable products. Consumers are ready to pay whatever the price is for organic vegetables sold in Dian Pertiwi Supermarket. Tedjakusuma (2001), stated that the price factor influences the purchasing decision. Research by Timisela et al., (2017), says that consumers in Ambon City who visit *frismart* daily say that the price of organic vegetables is higher than non-organic vegetables, but they still spend their money on organic vegetables. Even though the price of organic vegetables is high, respondents still buy the vegetables. The price of organic vegetables is Rp. 14,000 to 16,500. Consumers will pay this price because organic vegetables are very rare in Ambon City. Therefore consumers feel that currently there is a pretty good chance for organic farming because farmers have started to switch to organic even though it has not been continuous. Table 1 showed that the attribute of price of organic vegetables is 75%, (high category) and that consumers could reach the selling price of organic products. According to the Dian Pertiwi Supermarket marketing manager, many organic vegetables distributed by farmers always sold out and they did not have enough to meet the consumer demand each day.

### ***The Packaging***

The function of packaging is: to keep food products clean and protected against dirt and other contaminations; protect food against physical damage; changes in water content and irradiation (light); the ease of opening or closing; and also facilitating the stages of handling, transportation and distribution. There is a size, shape and weight to meet existing norms or standards. The packaging also needs to be easily discarded and easily formed or printed. It is also for display identification, information and appearance, so that it can help with promotion or sales. The packaging attribute index figure was 67.8%, (medium category). Farmers use ordinary plastic packaging for packaging organic vegetable products, so the products look tidier and are not easily damaged or change colour. Dian Pertiwi Supermarket has not implemented environmentally friendly packaging made from recyclable or biodegradable materials. Consumers want clearly labelled packaging that includes the identity of organic vegetable products and avoids imitation by other traders.

### ***Continuous and Available on Time***

Organic vegetable production on Ambon Island needs to increase in response to consumer demand. An increase of farmland for the development of organic vegetables needs to be carried out continuously so that the number of organic vegetable farmers increase and the production of organic vegetables become more abundant. The distribution of organic vegetables in modern markets in Ambon must be improved so that consumers will more easily find organic vegetables in the modern market. The variable of continuous and availability of vegetables on time was 64.6%, (medium category). This means that the continuity and availability of organic vegetables have not been able to answer consumer demand. Organic vegetables are sometimes scarce, even though consumer demand is increasing. Therefore organic vegetable farmers must continue to be encouraged to increase production to answer consumer demand.

### ***Clean and Fresh***

Organic vegetables are clean and fresh as they taste sweet, crispy and fresh because the water content in the vegetables is not too much compared to non-organic vegetables. This makes organic vegetables last longer. As the process of growing vegetables naturally, occurs without chemicals, the taste is also natural. Organic vegetable cultivation uses organic materials such as liquid and solid organic fertilisers. The maintenance of organic vegetable crops uses vegetable pesticides made from natural not chemical ingredients. Producers of organic vegetables maintain their production as many people are interested, therefore they do not lose customers. Producers sell organic vegetables to large distributors such as the Dian Pertiwi Supermarket because they do not want to lose trust. Farmers continue to maintain cooperative

relationships, maintain trust and are open so that their products sell out in a short time. The variable of clean and fresh organic vegetables was 75.6%. According to consumers, organic vegetables are cleaner and fresher because they are regular consumers who always buy organic vegetables for consumption. The Dian Pertiwi Supermarket manager advises organic vegetable farmers to maintain quality because there are many organic vegetable enthusiasts.

### ***Quality***

According to Kotler and Armstrong (2008); Kotler and Armstrong (2003), quality is a characteristic of a product in its ability to meet predetermined and latent needs. Also, according to Kotler (2009); Kotler (2007); Kotler (2005), quality is all the characteristic and nature of goods and services that affect the ability to meet stated and implied needs. The quality of organic vegetables displays their characteristics and these can provide satisfaction for consumers. Organic vegetable products are useful for human health because they are not contaminated by the use of chemicals. Quality organic vegetables that have more nutritional content have: a crisper taste with finer fibres; and contain more nutrients such as vitamins, magnesium, phosphorus, zinc and iron. The quality attribute was 72%, (high category). Consumers say that they are very interested in buying organic vegetables because they contain more nutrients such as vitamins, magnesium, phosphorus, zinc and iron; have more nutritional content, and have a crisper taste with finer fibres. Organic vegetables are greener and more resistant to storage because of their nature, which causes them to be attractive to consumers.

### ***Labelling***

RI Minister of Health Regulation no. 79, Menkes Per iii, 1978, concerns food advertising labels. This includes: food names and/or trademarks; composition (except for foods that are generally well known for their composition); net content; names and addresses of companies producing or distributing; registration numbers; and production codes. Labelling of organic vegetables made by the producer need improvement to make them look more attractive to buyers. Producers use printed paper, but it does not last long. The labelling attribute was 71.2%, (high category). Consumers are satisfied with the product label made by the producer because the most important thing is to display the names of vegetables and who the producers are. However, they want a better label design. According to consumers, at the stage of introducing organic vegetables to the public, an attractive label appearance will increase interested in organic vegetables and gain more buyers.

### *Analysis of Factors Affecting Organic Vegetable Consumer Satisfaction*

Vegetables are an essential food source for people to consume every day because the content of protein, vitamins, minerals and vegetable fibre is useful for the human body. Ideally, one should consume around 200 grams of vegetables per day (Pracaya, 2002). Organic vegetables are produced without using synthetic chemicals. Besides that, the organic vegetable farming environment is also safer and friendlier, especially to environmental ecosystems, such as soil, air and water (Isdiyanti 2007). The development of the consumption of organic vegetables in the community is limited to a certain strata of people who are aware of their health and environmental sustainability. This is in line with research by Sadek and Oktarani (2009), which stated that the consumers' interests for organic food is influenced by their belief that organic food is better for their health and the environment. It can provide a basis for education throughout the world about the benefits of going organic. This is also supported by Altarawneh's (2013) study that awareness of potential Jordanian consumers about organic food strongly influenced by factors such as education, employment, marital status, income, desires, promotions, quality, health problems, and product sources. Awareness was not influenced by factors such as gender, age and trademark. The result of the analysis of the effect of product attributes on consumer satisfaction of organic vegetables is showed in Table 2.

**Table 2:** Regression Analysis Results from Effect of Product Attributes on Consumer Satisfaction.

Model	Unstandardised Coefficients		t	Sig.
	B	Std. Error		
(Constant)	3.547	0.374	9.482	0.000
X1	-0.562	0.095	-5.929	0.015
X2	0.122	0.028	4.365	0.006
X3	0.215	0.124	0.122	0.903
X4	0.577	0.107	5.389	0.012
X5	0.221	0.030	3.124	0.002
X6	0.312	0.131	0.116	0.909

F-value: 34.89; R-square : 0.83

Price (X1), packaging (X2), continuous and available on time (X3), clean and fresh (X4), quality (X5) and labelling (X6).

Table 2 shows the results of the analysis of the effect of product attributes on consumer satisfaction of organic vegetables. The product attributes include price (X1), packaging (X2), continuous and available on time (X3), clean and fresh (X4), quality (X5) and labelling (X6). Product attributes that affect customer satisfaction are price (X1), packaging (X2), clean and fresh (X4), and quality (X5). While the product attributes that do not affect customer

satisfaction are continuous and available on time (X3) and labelling (X6). This indicates that organic vegetables are not continuous and available on time, because when consumer demand is high, organic vegetables are not available. The label has no affect because organic vegetable labelling is inadequate. Farmers and distributors do not yet have patent organic vegetable labels as organic trademarks. Each farmer displays different labels according to their knowledge. The distributor (Dian Pertiwi Supermarket) maintains a cooperative relationship with farmers so that organic vegetables remain available in supermarkets with different labels.

The results of this study have major implications for promoting the organic food market, both domestically and globally. Halit, Ozcan and Hasan (2014), stated that the main reason consumers buy organic food is that they believe that organic food is healthier, tastier, fresher and an environmentally friendly organic products.

The results of the analysis show that simultaneously variable prices (X1), packaging (X2), continuous and timely available (X3), clean and fresh (X4), quality (X5) and labelling (X6) affect the satisfaction of organic vegetable consumers. This is shown with an F-count value of  $34.89 > F\text{-table} (2.29)$  and a coefficient of determination value of 0.83. This means that price can explain 83% of customer satisfaction,, along with packaging, continuous and available on time, clean and fresh, quality and labelling. While other variables outside the model explain 17%. Partially the t-value for the variable price (X1: -5.93), packaging (X2: 4.37), clean and fresh (X4: 5.39), quality (X5: 3.12) has a significant effect on customer satisfaction because the value of t-count  $> t\text{-table} 2.01$ . Regression coefficients for the five product attributes are: packaging (X2): 0.122; continuous and available on time (X3): 0.215; clean and fresh (X4): 0.577; quality (X5); 0.221; and labelling (X6): 0.312. This positive value means that if there is an additional unit of value added to the five product attributes, customer satisfaction will increase by the coefficient value. The regression coefficient had a negative value attribute of -0.562 which means that if the price increases by one unit, customer satisfaction will decrease amounting to 0.562 units. Timisela et al. (2017), showed that price influences consumer demand for organic vegetables, but it has a negative value meaning that if the price of a product decreases then the demand for organic vegetable decreases.

## Conclusion

The average attribute index of organic vegetable products was 71.03%, (high category). This means that price, packaging, continuous and available on time, clean and fresh, quality and labelling are important attributes considered by consumers when purchasing organic vegetable products.



Simultaneously the variables prices (X1), packaging (X2), continuous and available on time (X3), clean and fresh (X4), quality (X5) and labelling (X6) affect the satisfaction of organic vegetable consumers as indicated by the value F-count is  $34.895 > F\text{-table } 2.29$ .

The coefficient of determination value was 0.83, this means that price can explain 83% of customer satisfaction with the variables of packaging, continuous and available on time, clean and fresh, quality and labelling. The other variables outside the model explain the other 17%.

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