



## ANALYSIS OF ORGANIC VEGETABLE PRODUCT PURCHASES ON CONSUMER BEHAVIOR IN DELI TUA DISTRICT

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### Abstract

*This study aims to analyze consumer behavior in purchasing organic vegetable products in Deli Tua District. Data collection was conducted through a survey with a purposive sampling technique on 14 respondents who met the criteria as organic vegetable consumers. Data were collected using an online questionnaire via Google Forms and analyzed using a quantitative descriptive analysis method. The results showed that the majority of organic vegetable consumers were young age groups under 30 years (57.1%), with a dominant education level of high school (64.3%), and most were women (57.1%). In terms of occupation, housewives dominated (42.9%) with the highest monthly income in the range of IDR 2,100,000-IDR 3,000,000 (42.9%). The highest purchase frequency was 2-3 times per month (42.9%). Consumer perceptions showed strong confidence in the safety and health benefits of organic vegetables, with 61.5% of respondents strongly agreeing that organic vegetables are safe to consume. The environmental concern factor was also the main motivation for purchasing, with 84.6% of respondents agreeing. This study revealed that the decision to purchase organic vegetables is based more on health and environmental awareness than on trends or lifestyle.*

*Keywords: Organic Vegetable; Consumer Behavior, Product*

## 1. Introduction

The public's need for a healthy lifestyle is increasing along with awareness of the importance of consuming quality food (Rasmikayati et al., 2020). One of the increasingly popular choices is organic vegetable products, which are produced without using synthetic chemicals, pesticides, or chemical fertilizers. Organic vegetables offer better health benefits compared to conventional vegetables, and are considered more environmentally friendly. This trend is reflected in the increasing consumer interest in organic products, including vegetables, both in local and global markets (R. Utami & Saputra, 2017). However, despite the increasing demand for organic vegetables, there has not been much research that specifically analyzes consumer behavior in purchasing organic vegetable products. Consumer behavior can be influenced by various factors such as price, quality, health awareness, and information about the organic production process (Rifai et al., 2012). Knowing these factors can help producers and marketers in developing more effective marketing strategies that are in accordance with consumer needs (Priambodo & Najib, 2014). According to Swastha and Irawan (2001: 339). "Purchase interest is related to feelings and emotions, if someone feels happy and satisfied in buying goods or services then it will strengthen purchase interest, dissatisfaction usually eliminates interest. Purchase interest in consumers is a very important phenomenon in marketing activities, purchase interest is a consumer behavior that underlies a purchasing decision to be made (Hardiyanti et al., 2022). Other factors that influence a consumer's purchase interest. Consumer purchasing interest can be influenced by product quality, price, location and service quality.

According to Swastha (2002), "Price is an amount of money (plus some needed if possible) that gets a number of combinations of goods and services". Furthermore, according to Annafik (2012) in his research stated that Price is one of the determinants of product selection which will later affect purchasing interest. Price is often associated with quality, consumers tend to use price as an indicator of quality or potential satisfaction from a product



(Silitonga & Salman, 2017). Prices that are too high and too low will affect consumer purchasing interest. When someone shops, the first thing that prospective consumers often pay attention to is the price, then the product to be purchased, both its appearance and quality. Price and product quality are important to consumers. Pricing of a product must be appropriate and reasonable with the quality of the product offered (Ratnawati, 2017). The high price offered must be in accordance with the benefits that will be received by consumers who consume it. A price that is too high will make consumers switch to other similar products but at a cheaper price, and vice versa, if the price offered is too low consumers will doubt the quality of the product being offered, thus reducing interest in buying that product (Novandari, 2014). An environmentally friendly healthy lifestyle has become a new trend, people are starting to abandon old lifestyles that use non-natural chemicals, such as fertilizers, synthetic chemical pesticides, and growth hormones in agricultural cultivation (K. Utami et al., 2019).

Organic vegetables refer to agricultural products grown without the use of synthetic pesticides, chemical fertilizers, or other additives. Organic vegetable cultivation also prioritizes sustainable and environmentally friendly agricultural practices. According to Dewi and Pratama (2018), consumers are increasingly interested in organic products due to awareness of better health benefits and better environmental sustainability (Kusumaningrum, D Paramitha et al., 2023). Consumer purchasing behavior towards organic vegetables is influenced by various factors, such as health awareness, consumption habits, and product availability. Haryanto (2020) explains that consumers tend to buy organic products more often if they have knowledge about the health benefits of the product. Purchases of organic vegetables are often made with a frequency that is not too high, such as 2-3 times per month, because the price is relatively more expensive than conventional products (Vista et al., 2021).

Consumer perceptions of organic products are very positive, especially regarding aspects of consumption safety and health benefits. Purwanto and Setyawan (2017) noted that consumers who buy organic vegetables have a higher level of trust in the safety of the food they consume. In this study, it was found that more than 60% of consumers strongly agreed that organic vegetables can be the main food in their healthy diet (Dasipah et al., 2010).

The decision to purchase organic vegetables is not only influenced by price, but is more driven by health awareness and environmental concerns (Devi & Hartono, 2015). Research conducted by Haryono and Nugroho (2016) shows that most consumers choose organic products because they are more concerned about the negative impacts of pesticide use on the environment and their health (Cypert et al., 2019).

Although consumers show great interest in organic vegetables, higher prices remain a major challenge in purchasing decisions. Setiawan and Nurcahyani (2018) stated that higher prices are often a major barrier for consumers with limited incomes (Fajria et al., 2020). Consumer education about the benefits of organic vegetables and their impacts on health and the environment is very important to increase public awareness (Kusumo et al., 2017).

## **2. Methods**

### **2.1 Place and Time of Research**

This research was conducted in Deli Tua District, which is an area with potential consumers of organic vegetable products. The selection of this location was based on the

increasing interest of consumers in healthy and organic products in the area. Data collection was conducted in the period from September 24, 2024 to October 26, 2024, which lasted for one month.

## 2.2 Sampling Methods and Data Collection

The method used in this study is a survey with a purposive sampling technique, where samples are selected based on certain criteria. The respondent criteria taken are: Domiciled in Deli Tua District; Minimum age 18 years; Know or have purchased organic vegetable products.

Primary data were collected using an online questionnaire created through Google Forms. The questionnaire contained a series of questions designed to obtain information related to respondents' demographics, preferences, and factors influencing consumer behavior towards purchasing organic vegetable products.

## 2.3 Analysis Method

The data obtained through the questionnaire were analyzed using quantitative descriptive analysis methods. The data analysis process includes the following stages: Data Processing: Raw data from the questionnaire was imported into statistical software for further analysis; Descriptive Analysis: Data is presented in the form of tables, diagrams, and graphs to describe the demographics of respondents and the tendency of purchasing behavior of organic vegetable products; Validity and Reliability Test: This test is conducted on the questionnaire instrument to ensure that each question can measure the desired aspect consistently.

The results of this analysis will provide an overview of consumer behavior and preferences in Deli Tua District in purchasing organic vegetable products, so that the main factors that influence these purchasing decisions can be concluded.

## 3. Results And Discussion

### 3.1 Respondent Characteristics

Based on the research results, information can be presented regarding the distribution of respondents consisting of 14 people. This data includes age, gender, last education, occupation, monthly income, frequency of vegetable purchases per month, and types of vegetables purchased per month. There are respondents' views on statements related to organic vegetables, with a rating scale ranging from strongly agree, agree, doubtful, disagree, to disagree: Details of this information are shown in the following tables:

#### 3.1.1 Respondent Characteristics Based on Age

Based on the data obtained, most respondents, namely 57.1%, were under 30 years old, indicating that organic vegetable consumers in Deli Tua District are dominated by young age groups who are more aware of healthy lifestyles. The 31-40 age group contributed 35.7% of the total respondents, indicating a fairly high interest in organic vegetables among more established adults. Meanwhile, only 7.2% of respondents were over 40 years old, reflecting a lower interest in organic vegetables in this age group.

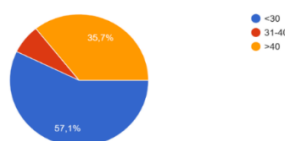


Figure 1. Distribution of Respondents by Age

### 3.1.2 Respondent Characteristics Based on Last Education

Based on the data obtained, as many as 21.4% of respondents have a junior high school education, while the majority of respondents, namely 64.3%, have a high school education, indicating that organic vegetable consumers are dominated by secondary education levels. As many as 14.3% of respondents have a diploma education, but no respondents have a bachelor's degree, indicating that the organic vegetable market segment has not been widely accessed by those with higher education.

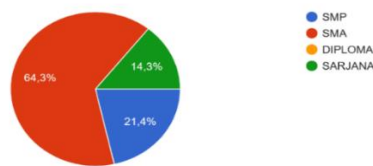


Figure 2. Distribution of Respondents Based on Last Education

### 3.1.3 Distribution of Respondents by Gender

Based on the data obtained, as many as 42.9% of respondents were male, while the majority of respondents, namely 57.1%, were female. This may be due to the role of women who are often more involved in choosing healthy food products for the family.

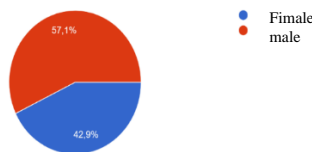


Figure 3. Distribution of Respondents by Gender

### 3.1.4 Distribution of Respondents Based on Occupation

Based on the data obtained, as many as 42.9% of respondents are housewives, indicating their important role in choosing healthy food products for their families. In addition, 28.6% of respondents work in the self-employed sector, and another 28.6% are students, indicating that the student segment is also starting to show interest in organic vegetable products.

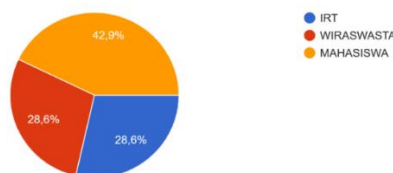
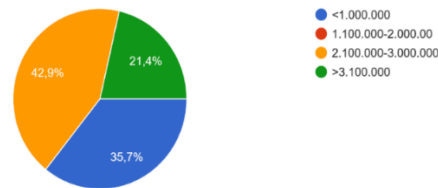


Figure 4. Distribution of Respondents Based on Occupation

### 3.1.5 Distribution of Respondents Based on Monthly Income

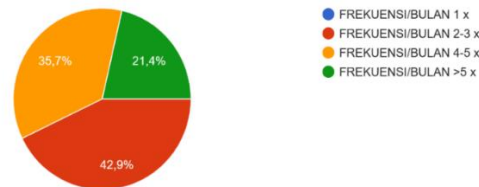
Based on the distribution of monthly income, 35.7% of respondents have income below Rp1,000,000, while 21.4% of respondents are in the range of Rp1,100,000 - Rp2,000,000. The largest group, namely 42.9% of respondents, have income in the range of Rp2,100,000 - Rp3,000,000, indicating quite good market potential in the middle income segment. There are no respondents with incomes of more than Rp3,100,000.



**Figure 5.** Distribution of Respondents Based on Monthly Income

### 3.1.6 Distribution of Respondents Based on Frequency of Buying Organic Vegetables Per Month

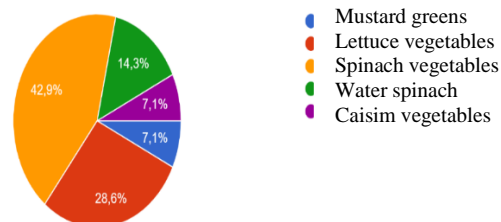
Based on the frequency of purchase, 21.4% of respondents buy organic vegetables only once a month, while 42.9% of respondents buy 2-3 times per month, making it the highest purchase frequency. 35.7% of respondents buy organic vegetables 4-5 times per month, indicating a fairly high interest in organic products. However, no respondents buy organic vegetables more than 5 times a month.



**Figure 6.** Distribution of Respondents Based on Frequency of Buying Organic Vegetables Per Month

### 3.1.7 Distribution of Respondents Based on Types of Organic Vegetables Consumed

Based on the types of organic vegetables consumed, respondents most often choose vegetables such as mustard greens, lettuce, spinach, kale, and caisim. These types of vegetables reflect consumer preferences for common green vegetables and are the main choice among organic vegetable consumers.



**Figure 7.** Distribution of Respondents Based on Types of Organic Vegetables Consumed

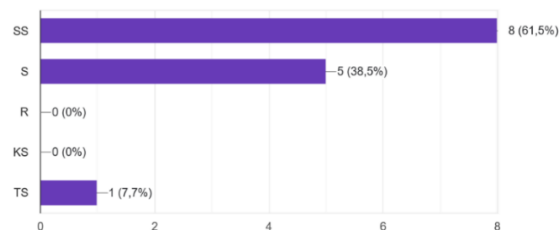
## 3.2 Consumer Perceptions of Organic Vegetable Consumption

Details of this information on consumer perceptions of organic vegetable consumption are presented in the tables below, covering aspects such as assessments of taste, safety, price, and preference for organic-labeled products. These tables provide a clear picture of the respondents' attitudes, including the reasons why they choose organic vegetables as their main food, as well as the factors that influence their decision to choose organic vegetables over non-organic vegetables. This data is expected to help better understand the consumption patterns of organic vegetables among the public.

### 3.2.1 Organic Vegetables Can Be Used As Main Food

Based on the data that has been collected, the respondents' perception of the statement "Organic vegetables have a good effect on health, therefore organic vegetables can be used

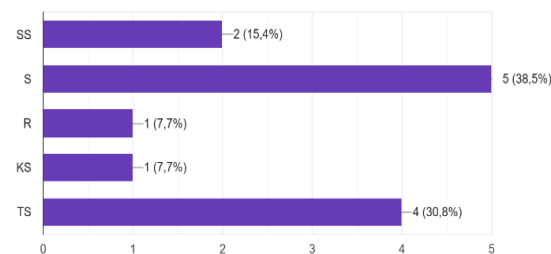
as the main food" shows the following results: of the 13 respondents, the majority, namely 8 people (61.5%), chose "SS" (Strongly Agree). As many as 5 people (38.5%) chose "S" (Agree), while no respondents chose "R" (Doubt) or "KS" (Less Agree). Only 1 person (7.7%) chose "TS" (Disagree).



**Figure 8.** Respondents' Perceptions of Organic Vegetables Being a Main Food

### 3.2.2 Organic Vegetables Have Higher Prices

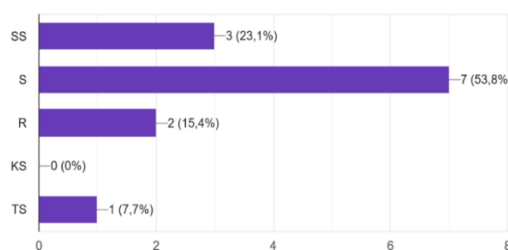
Based on the data collected on the statement "Organic vegetables are more expensive", the results are as follows: As many as 2 people (15.4%) chose "Strongly Agree" (SS), and 5 people (38.5%) chose "Agree" (S), which shows that some respondents admit that the price of organic vegetables is indeed more expensive. One person chose "Doubt" (R), and one person chose "Less Agree" (KS), which shows uncertainty or a less confident view regarding the price. Meanwhile, 4 people (30.8%) chose "Disagree" (TS), which shows that some respondents do not feel that the price of organic vegetables is more expensive or may not see a significant price difference.



**Figure 9.** Respondents' Perception of Organic Vegetables as Having a More Expensive Price

### 3.2.3 Organic Vegetables Are More Hygienic

Respondents' perception of the statement "Organic Vegetables Are More Hygienic" showed the majority results, namely 7 respondents (53.8%) chose "Agree" (S). In addition, 3 respondents (23.1%) chose "Strongly Agree" (SS), 2 respondents (15.4%) chose "Doubt" (R), and 1 respondent (7.7%) chose "Disagree" (TS). No respondents chose "Less Agree".

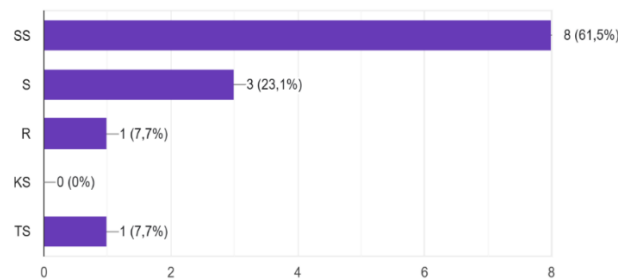


**Figure 10.** Respondents' Perception of Organic Vegetables as More Hygienic

These data show that most respondents believe that organic vegetables are more hygienic, which could be due to the perception that organic products are produced in a more natural way and without the use of harmful chemicals. However, there are some respondents who feel doubtful or disagree, which may be influenced by the lack of information or personal experience regarding the cleanliness and quality of organic vegetables.

### 3.2.4 Organic Vegetables Are Safe To Eat

Based on the data collected, the majority of respondents have a positive perception of the statement "Organic Vegetables Are Safe for Consumption." As many as 8 people (61.5%) stated "Strongly Agree" (SS), indicating a strong belief in the safety of organic vegetables. In addition, 3 people (23.1%) chose "Agree" (S), 1 person (7.7%) felt "Doubtful" (R), and 1 other person (7.7%) chose "Disagree" (TS). Interestingly, no respondents chose "Less Agree" (KS), indicating that most respondents believe in the safety of the organic products they consume.

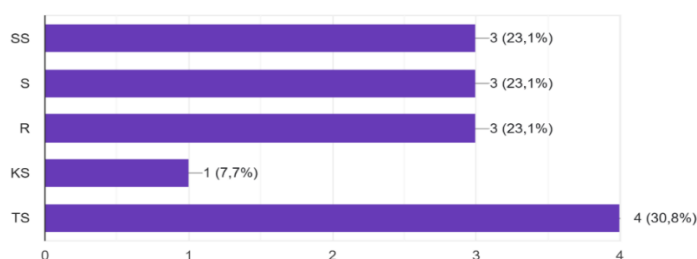


**Figure 11.** Respondents' Perception of organic vegetables that are safe to consume

These results indicate that the majority of respondents feel confident that organic vegetables are safe to consume. This high level of confidence may be influenced by the fact that organic products are generally produced without the use of chemical pesticides and other harmful substances, which are often considered the main reason why many consumers choose organic vegetables.

### 3.2.5 Organic Vegetables Have Better Taste Than Non-Organic Vegetables

Based on the data collected regarding the statement "Organic vegetables taste better than non-organic vegetables," the results show a variation of opinions among respondents. As many as 3 people (23.1%) chose "Strongly Agree" (SS), and 3 others (23.1%) chose "Agree" (S), indicating that some respondents did feel a difference in the taste of organic vegetables. However, 3 people (23.1%) chose "Doubt" (R), indicating uncertainty or varying experiences in terms of taste. Meanwhile, 1 person (7.7%) chose "Less Agree" (KS), and 4 people (30.8%) chose "Disagree" (TS), indicating that some respondents did not feel a significant difference in taste between organic and non-organic vegetables.



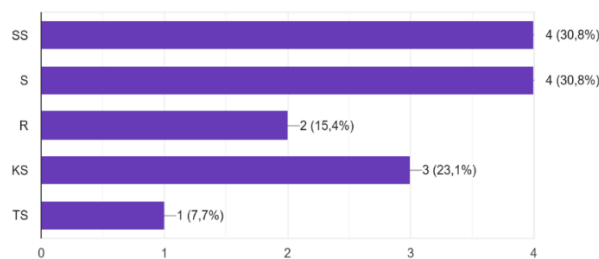
**Figure 12.** Respondents' Perception of Organic Vegetables Having a Better Taste

Overall, the data suggests a divided view, with some consumers feeling that organic vegetables are indeed tastier, but others feeling skeptical or disagreeing with the claim.

### 3.2.6 Organic Labeled Products Are Better To Consume

Based on the data collected on the statement "You think that organic products are better to consume," the results show quite varied views among respondents. As many as 4 people (30.8%) chose "Strongly Agree" (SS) and 4 others (30.8%) chose "Agree" (S), which shows that the majority of respondents have a positive belief that organic products are better to consume.

However, 2 people (15.4%) chose "Doubt" (R), indicating uncertainty among some respondents regarding the claim. Meanwhile, 3 people (23.1%) chose "Less Agree" (KS), and 1 person (7.7%) chose "Disagree" (TS), indicating that some respondents do not fully believe that organic products are better than non-organic products.

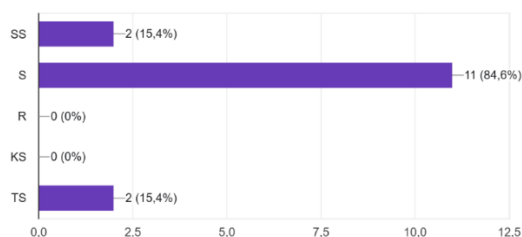


**Figure 13.** Respondents' Perceptions of Organic Labeled Products Are Indeed Better to Consume

Overall, although most respondents agreed that organic products are better for consumption, there were still some who felt doubtful or less certain, which shows that awareness and understanding of the benefits of organic products still need to be improved.

### 3.2.7 Buying Organic Vegetables Because We Care About the Environment

Based on the data collected regarding the statement "You buy organic vegetables because you care about the environment," the majority of respondents, namely 11 people (84.6%), chose "Agree" (S), indicating that most consumers buy organic vegetables considering the product to be more environmentally friendly. Meanwhile, 2 people (15.4%) chose "Strongly Agree" (SS), indicating that they are very concerned about the environmental impact of their choice. No respondents chose "Doubt" (R) or "Less Agree" (KS), indicating that the majority of respondents felt confident and agreed with environmental reasons in choosing organic vegetables. However, 2 people (15.4%) chose "Disagree" (TS), indicating that there is a small segment that may not consider environmental factors as the main reason for buying organic vegetables.

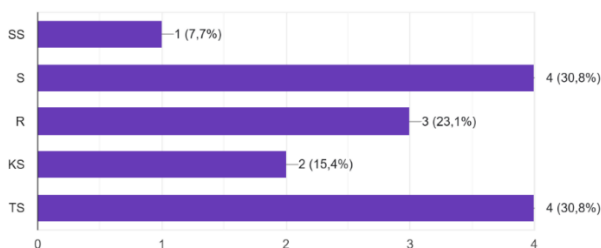


**Figure 14.** Respondents' Perceptions of Purchasing Organic Vegetables Due to Concern for the Environment

Overall, these data show that awareness of environmental impact is a strong reason for most consumers to choose organic vegetables.

### 3.2.8 Buying Organic Vegetables Because We Care About the Environment

Based on the data collected regarding the statement "You consume organic vegetables to support a lifestyle among certain social classes," the results show divided views. As many as 1 person (7.7%) chose "Strongly Agree" (SS) and 4 people (30.8%) chose "Agree" (S), indicating that some respondents see organic vegetable consumption as part of a certain lifestyle. However, 3 people (23.1%) chose "Doubt" (R), 2 people (15.4%) chose "Disagree" (KS), and 4 people (30.8%) chose "Disagree" (TS), indicating that the majority of respondents do not feel that organic vegetable consumption is related to a certain social class lifestyle.

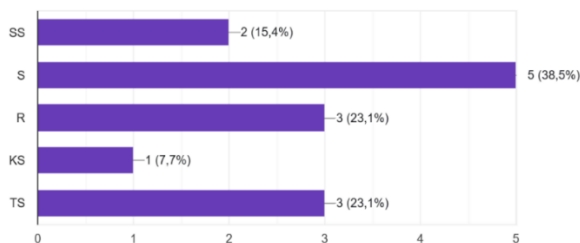


**Figure 15.** Respondents' Perceptions of Consuming Organic Vegetables Supporting Lifestyle

Overall, these data show that although some respondents associate the consumption of organic vegetables with a certain social class lifestyle, the majority of respondents do not completely.

### 3.2.9 Consuming Organic Vegetables Because You Have Knowledge About Organic Vegetables

Based on the data collected regarding the statement "Consuming organic vegetables because they have knowledge about organic vegetables," the results show various views from respondents. As many as 2 people (15.4%) chose "Strongly Agree" (SS), and 5 people (38.5%) chose "Agree" (S), which shows that some respondents feel that knowledge about organic vegetables is the reason they consume the product. Meanwhile, 3 people (23.1%) chose "Doubt" (R), 1 person (7.7%) chose "Less Agree" (KS), and 3 people (23.1%) chose "Disagree" (TS), which shows that some respondents feel that knowledge about organic vegetables is not the main factor in their decision. This indicates that although knowledge about organic vegetables influences some consumers, many do not make it the main reason for consuming organic vegetables.

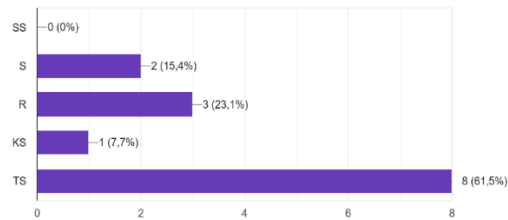


**Figure 16.** Respondents' Perceptions of Consuming Organic Vegetables Because They Have an Understanding

### 3.2.10 Consuming Organic Vegetables Because of Following a Trend

Based on the data collected regarding the statement "You consume organic vegetables because you follow a trend," the majority of respondents, namely 8 people (61.5%), chose

"Disagree" (DS), indicating that most consumers do not consider consuming organic vegetables as part of a trend. In addition, 2 people (15.4%) chose "Agree" (S), 3 people (23.1%) chose "Doubt" (R), and 1 person (7.7%) chose "Disagree" (KS). No respondents chose "Strongly Agree" (SS), indicating that most respondents do not see consuming organic vegetables as a decision influenced by trends, but rather by other reasons, such as health or environmental awareness.



**Figure 17.** Respondents' Perceptions of Consuming Organic Vegetables Due to Following a Trend

#### 4. Conclusion

Based on the results of research on the analysis of organic vegetable product purchases on consumer behavior in Deli Tua District, several conclusions can be drawn: The characteristics of organic vegetable consumers in Deli Tua District are dominated by: Young age group under 30 years (57.1%); High school education level (64.3%); Female gender (57.1%); Housewife work (42.9%); Monthly income IDR 2,100,000-IDR 3,000,000 (42.9%). Purchasing patterns show that the majority of consumers purchase organic vegetables 2-3 times per month, with a primary preference for leafy vegetables such as mustard greens, lettuce, spinach, kale, and caisim. Consumer perception of organic vegetables is very positive, especially in the following aspects: Consumption safety (61.5% strongly agree); Health benefits (61.5% strongly agree that organic vegetables can be a staple food); Environmental concern (84.6% agree). Factors influencing purchasing decisions are more dominated by health awareness and environmental concerns, not trends or lifestyle, where the majority of respondents (61.5%) do not agree that they consume organic vegetables because they follow trends. Although the price of organic vegetables was perceived as more expensive by some respondents (38.5% agreed), this was not a major barrier to purchasing decisions, indicating that consumers prioritize benefits over price.

This study shows that the organic vegetable market in Deli Tua District has good development potential, especially with increasing consumer awareness of health and the environment. Marketing strategies should be focused on educating consumers about health benefits and positive impacts on the environment, rather than highlighting lifestyle or trend aspects.

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