ABSTRACT

RAHMI PARHATI. Analysis of Fruit Purchasing and Consumption Behavior in Rural and Urban Area. Supervised by RETNANINGSIH and MEGAWATI SIMANJUNTAK.

Nowadays, consumption of fruit is decreasing. There are so many factors influence that condition. Level income, fruit knowledge, purchasing and consumption behavior are factors which analyze in this research. The main objective of this research is to analyze fruit purchasing and consumption behavior in rural and urban area. Design method is cross sectional study, which is held in Kelurahan Panaragan, Kecamatan Bogor Tengah. Bogor City was chosen as representative of urban area and Desa Cihideung Ilir, Kecamatan Ciampea, Kabupaten Bogor, as representative of rural area. It is drawn about 100 samples (50:50) for urban and rural respectively. Systematic sampling method is conducted based on house position. The best selling fruits in rural is import orange, local snake fruit, import apple, and import mango and the most often fruit purchasing is once in a four months. In urban area, the best selling fruits are import orange, import apple, and local mango. It’s common with rural area once in a four months purchasing. The frequency of fruit consumption in rural and urban area is four times in a month. The factors that influenced a number of fruit purchasing and origin of fruit purchasing are age, length of education, income, and knowledge of sample. The only factor that influenced fruit consumption frequency is age of sample. The length of education influenced the number of fruit consumption. The factor that influenced of fruit purchasing frequency is location of sample.

Keywords: Purchasing behavior, consumption behavior, fruits, rural, urban