

ABSTRACT

CHARACTERISTICS AND CONSUMER PERCEPTIONS OF ORGANIC RICE (CASE IN DEPARTMENT STORES MALL PLAZA ASIA TASIKMALAYA)

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Organic rice has become an alternative choice for urbanites who are starting to adopt a healthy lifestyle and avoid consuming chemical-based products. However, organic rice consumption is still relatively low, so it is important to understand who the consumers are and how they perceive this product. This study aims to determine the characteristics and perceptions of consumers towards organic rice at Toserba Mall Plaza Asia Tasikmalaya. The research was conducted from March to July 2025 using a survey method with a quantitative descriptive approach, involving 38 respondents selected through accidental sampling technique. Data were collected using a questionnaire and analyzed descriptively. The results showed that organic rice consumers are dominated by women, aged 15-30 years, married, college educated (Strata 1), work as private employees, middle income, and have a family of 3-4 people. Consumer perceptions of all organic rice attributes such as taste, aroma, texture, packaging, certification, cleanliness, price, and availability obtained positive perceptions, with the lowest score on the certification attribute of 94,74%, and the highest score on the taste attribute which reached 97,81%. This indicates that organic rice at Plaza Asia department store has met consumer expectations in terms of quality and benefits.

Keywords: consumer characteristics, perception, organic rice, product attributes.