

ABSTRACT

JESYA AKLEN ZAIZU, NPM. 20060017. *Attitudes and Intentions of Rice Farmer in Online Purchasing Dharmabas Brand Pesticide at Bukit Peninjauan I Village Sukaraja Subdistrict Seluma Regency. Supervised by HERRI FARIADI, S.P.,S.Pd.,M.Si and EVI ANDRIANI, S.P.,M.Si.*

Many businessmen use internet technology in selling their product and face tight competition to understand the buyers' attitudes or the consumers. Purchasing behavior does not come just like that but started with psychological aspects like the intensity of the purchasing. The purpose of this research is to find out the rice farmers attitudes, intentions and influences in purchasing Dharmabas brand pesticide Online at Desa Bukit Peninjauan I Sukaraja subdistrict Seluma Regency. The method used in this research is descriptive analysis and simple linear regression analysis. The result of this research shows that the rice farmer attitude toward Online Purchasing of Dharmabas Pesticide is really like (73,17) for 32 farmers or 88,89%. The farmers' intention to online purchase of the pesticide with average category is very high (77,33). Rice farmers have high intentions with the majority of the respondents strongly agreeing for 36 farmers or 100%. The consumer's attitude influences the online purchasing of the pesticide, T-count is higher than t-table ($4.808 < 1.99$). It shows that the farmers' attitude becomes positive toward online purchasing, the intention of the purchasing also rising.

Keywords: Rice farmers, attitude, purchasing intention, online, Dharmabas Pesticide

