Testing Model Of Development Organic Farming Dragon Fruit Based Market Research

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Abstract: *This study aims to test the model of the development of organic farming dragon fruit which has been obtained in previous studies. This follow-up study to test the model that has been obtained, through a comprehensive marketing research by analyzing the factors which influence consumers purchasing organic dragon fruit Object of the research in Pamekasan, The method used is the analysis of factors that influence consumer buying decisions in determining organic dragon fruit. The data used is the 60 respondents, the number of variables studied were 23 variables, factor analysis is based on 22 variables that can be further analyzed. One variable ignored because the value of the MSA is less than 0.5, the results showed that of the 22 variables were analyzed. The results showed that of the 22 variables analyzed, there are 8 factors that influence consumers to buy organic dragon fruit, while the results of the 8 factors analyzed are: [1] Psychological (eigen value = 5,025), [2] The product (eigen value = 3,015), [3] Social (eigen value = 2,186), [4] Distribution (eigen value = 1.640), [5] Price (eigen value = 1.354), [6] Promotion (eigen value = 1,286), [7] Individuals (eigen value = 1,196), [8] Service (eigen value = 1.115), overall there are 3 of the most dominant factor affecting the marketing of organic dragon fruit, is the first factor of the product, the second is the social factor and the third factor is the price.*

Keywords: marketing research, organic farming dragon fruit, factor analysis

I. INTRODUCTION

Based on the model of the development of organic farming through the dragon fruit QSPM matrix method that has been obtained, priorities resulting organic agriculture development strategy that optimizes the dragon fruit quality control on products and existing markets (STAS = 5.607) as shown in Figure 1. So that further research needs to be done is to optimize the cultivation practices of organic farming dragon fruit thoroughly and improve product quality. Therefore, the need for an understanding of the concepts of technical and non-technical agriculture by the farmers so that they can ensure the process will go well as expected.

Marketing of organic dragon fruit is still in the traditional markets that need to be expanded. Therefore, the expansion of the market can still be done, especially for supermarkets located in the city of Pamekasan. Before expanding market, as manufacturers must know and analyze the factors that influence consumer decisions in the purchase of organic dragon fruit.

Research related to the analysis of the factors that influence consumer decisions in the purchase of a product has been done. One of the research is less common genital Indrayani et al (2013) about the factors that influence the consumer's decision to purchase dairy products Ultra High Temperature (UHT), The results showed that the results of data analysis showed the factors that influence consumer buying UHT milk is the selling price, the price of rival products, flavor, nutritional composition, addition of these results it can be seen that the dominant independent variable which determines the purchasing decisions in buying products UHT milk in Supermarkets Persada is a dairy flavor factor. Other research is Haliana study (2012) on the analysis of the factors that influence consumer decisions in the purchase decision making instant noodles brand Indomie. The results showed that based on the results of tests performed found that all the factors of both the cultural, social, personal and psychological influence on product purchase decision Indomie Instant Noodles Brand. However, of the four most dominant factors are the cultural factors with a correlation value of 0.466 making purchasing decisions.
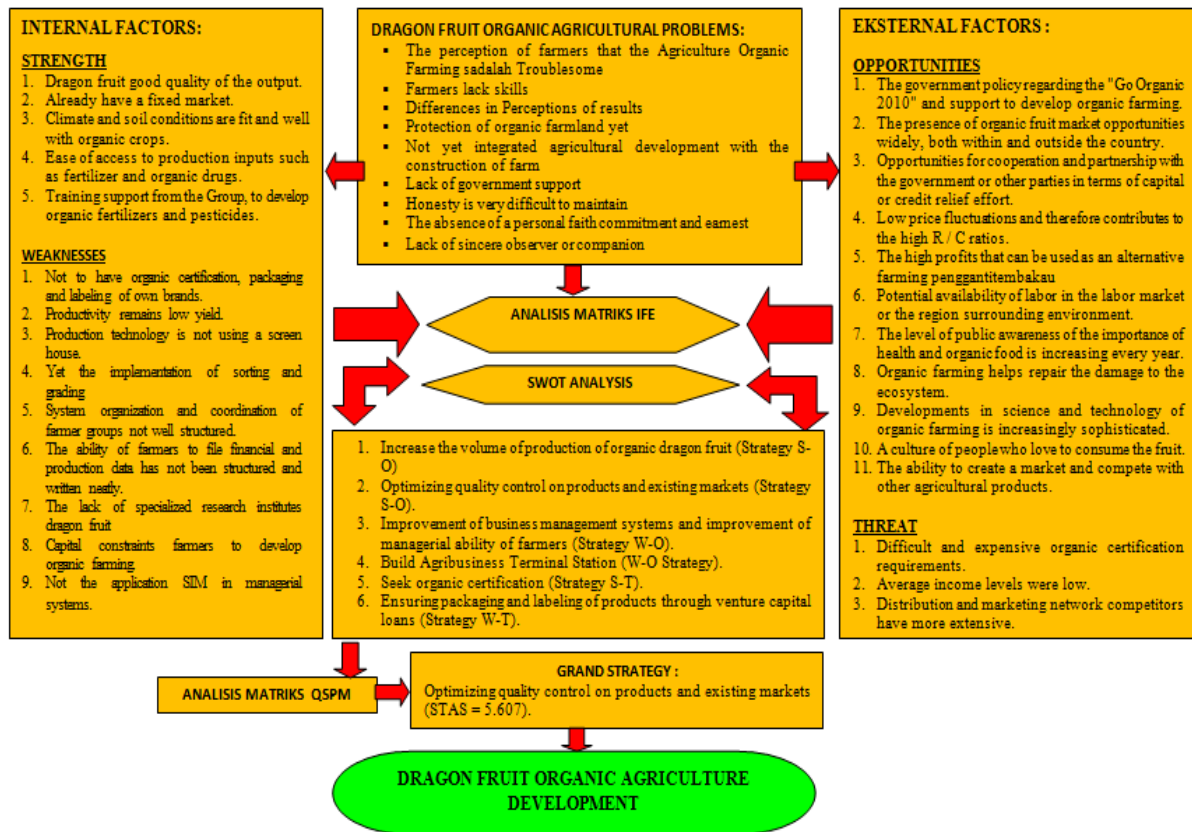
INTERNAL FACTORS:

STRENGTH
1. Dragon fruit good quality of the output.
2. Already have a fixed market.
3. Climate and soil conditions are fit and well with organic crops.
4. Ease of access to production inputs such as fertilizer and organic drugs.
5. Training support from the Group, to develop organic fertilizers and pesticides.

WEAKNESSES
1. Not to have organic certification, packaging and labeling of own brands.
2. Productivity remains low yield.
3. Production technology is not using a screen house.
4. Yet the implementation of sorting and grading
5. System organization and coordination of farmer groups not well structured.
6. The ability of farmers to file financial and production data has not been structured and written neatly.
7. The lack of specialized research institutes dragon fruit
8. Capital constraints farmers to develop organic farming
9. Not the application SIM in managerial systems.

DRAGON FRUIT ORGANIC AGRICULTURAL PROBLEMS:
- The perception of farmers that the Agriculture Organic Farming sadalah Troublesome
- Farmers lack skills
- Differences in Perceptions of results
- Protection of organic farmland yet
- Not yet integrated agricultural development with the construction of farm
- Lack of government support
- Honesty is very difficult to maintain
- The absence of a personal faith commitment and earnest
- Lack of sincere observer or companion

ANALISIS MATRIKS IFE

SWOT ANALYSIS

1. Increase the volume of production of organic dragon fruit (Strategy S-O)
2. Optimizing quality control on products and existing markets (Strategy S-O).
3. Improvement of business management systems and improvement of managerial ability of farmers (Strategy W-O).
4. Build Agribusiness Terminal Station (W-O Strategy).
5. Seek organic certification (Strategy S-T).
6. Ensuring packaging and labeling of products through venture capital loans (Strategy W-T).

EKSTERNAL FACTORS :

OPPORTUNITIES
1. The government policy regarding the "Go Organic 2010" and support to develop organic farming.
2. The presence of organic fruit market opportunities widely, both within and outside the country.
3. Opportunities for cooperation and partnership with the government or other parties in terms of capital or credit relief effort.
4. Low price fluctuations and therefore contributes to the high R / C ratios.
5. The high profits that can be used as an alternative farming penggantitembakau
6. Potential availability of labor in the labor market or the region surrounding environment.
7. The level of public awareness of the importance of health and organic food is increasing every year.
8. Organic farming helps repair the damage to the ecosystem.
9. Developments in science and technology of organic farming is increasingly sophisticated.
10. A culture of people who love to consume the fruit.
11. The ability to create a market and compete with other agricultural products.

THREAT
1. Difficult and expensive organic certification requirements.
2. Average income levels were low.
3. Distribution and marketing network competitors have more extensive.

ANALISIS MATRIKS QSPM

GRAND STRATEGY :
Optimizing quality control on products and existing markets (STAS = 5.607).

DRAGON FRUIT ORGANIC AGRICULTURE DEVELOPMENT

Figure 1. Model Development of Organic Farming Dragon Fruit

Based on the results of research that has been done some research, it can be seen that very many factors that influence the behavior or background for a consumer in making a purchase decision for a product whether it be a product that is tangible or intangible (service). Research of others will be used as a tool to test models of development of organic agriculture researcher dragon fruit is obtained in the first year of study.

II.   RESEARCH METHODS

2.1. Location and time study
The research was conducted in the village of the District ban Blumbungan Pamekasan with 50 asl altitude, ± 6.4 hectares of land area. The region selected by purposive sampling because the organic dragon fruit production centers in Pamekasan, this study was conducted in April 2014 until July 2014.

2.2. Types and sources of data
The data used in this study consisted of primary and secondary data, namely:
- **Primary data**
  Primary data is data obtained directly from the field to conduct direct interviews with relevant parties in this case the Department of Agriculture, Office of Information Agriculture and Forestry Extension, Organic Farmers, Growers Semi Organic, Conventional Farmers, Local Community Leader, Initiator of Organic Farming, consumer / Market Participants Organic Products.

- **Secondary Data**
  Secondary data were obtained by collecting written sources or documents from the Office of the Village, District, Department of Agriculture, and from a variety of library books that no connection with this research.

2.3. Population, sample and research instrument
The population in this study are those related to the development of organic farming. Determination of the number of samples is not restricted but saw the development of research on information obtained through the questionnaire, interview and observation were performed. The sample interviewed are:

- Farmers who carry out the dragon fruit cultivation in semi organic and still tolerate the use of fertilizers /pesticides synthetic.
- Conventional farmers in the cultivation process still relies on seeds, fertilizers and synthetic pesticides.
- Prominent initiators / pioneers of organic farming
- Local leaders of local
- Government officials from the Department of Agriculture, Office of Information Agriculture and Forestry Extension, and the District.
- Consumer / organic dragon fruit market participants Blumbungan.

2.4. Methods of data analysis

Data analysis methods used is factor analysis. Factor analysis equation or formula is as follows:

$$X1 = Ai1F1 + Ai2F2 + Ai3F3 + Ai4F4 + ... + ViUi \dots\dots\dots\dots\dots\dots (1)$$

Where :

F_i = *standardized variables to i*
$Ai1$ = *regresidari coefficient to the variable i on unique factor to i*
Vi = *standardized regression coefficient of variable i on factors unique to the ith*
F = *common factor*
Ui = *unique variable to variable to i*
M = *number of common factors*

Details common factor can be formulated as follows:

$$F_i = W_i1X1 + W_i2X2 + W_i3X3 + ... + W_ikXk \dots\dots\dots\dots\dots\dots\dots (2)$$

Where:

F_i = *Factor to estimate i*
W_i = *Weighting factor or factor score coefficients*
X_k = *Number of variables*

The main principle is the correlation factor analysis, the assumptions associated with statistical correlation methods:
   a. Large correlation or correlation between variables must be sufficiently strong independet.
   b. Large partial correlation, the correlation between two variables by assuming other variables remain.
   c. Testing a correlation matrix is measured by the amount of Barlett Test Of Spericity or with Measure Sampling Adequacy (MSA).

Having obtained samples and test assumptions are met, then the next step is to make the process of factor analysis. The process includes:
   a. Examine variables that will be analyzed.
   b. Test variables have been determined, using the Bartlett Test of Spericity and MSA.
   c. Core process of factor analysis, namely factoring, or decrease one or more factors of the variables that have passed the test of the previous variables.
   d. Doing the rotation or rotation factor to the form factor. The purpose of the rotation to clarify the variables that go into a particular factor.
   e. Interpretation or factors that have been formed, which is considered to represent the member variables of these factors.
   f. Validation of the results of factors to determine whether the factors that have a valid form.

The first stage in the analysis was to assess which factors are variables that are considered eligible for inclusion in subsequent analyzes. The test is performed by entering all variables that exist, then the variables tested. Logic test if a variable does have a tendency to cluster and form a factor, the variable will have a fairly high correlation with other variables, but on the contrary, if the variables with weak correlations on the other variables, it will be less likely to be clustered in certain factors.

KMO test and Bartlett Test, has some things that KMO numbers should be above 0.5 and significant must be below 0.05, whereas the MSA test numbers should be at 0 to 1, with the following criteria:
- MSA = 1, the variable can be predicted without error by the other variables.
- MSA> 0.5, and the predicted variables can still be analyzed further.
- MSA <0.5, variables can not be predicted and could not be analyzed further, or excluded from other variables.

III. RESULTS AND DISCUSSION

After the field data obtained, we then do a factor analysis method based on a predetermined, while the discussion phase of this study as follows:

3.1. Factor analysis

Data processing of the factor analysis are as follows:

1. Determining the variables to be analyzed.

Variables to be analyzed in this study were 23 variables, 23 variables are then tested by factor analysis.

2. Test variables have been determined

23 variables were tested then performed factor analysis to test the value of KMO, Bartlett Test and MSA *(measures of sampling adequacy).* MSA value must be above 0.5.

Table I. *KMO and Bartlett's Test*

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.651
Bartlett's Test of Sperichity	Approx Chi Square	1115.563
	Df	139
	Sig.	.000

From Table 1 above, it can be seen that the number of KMO and Bartlett Test worth 0.651 with a significance level of 0.000. Therefore, the variables and the sample can be analyzed further.

Of the 23 variables tested, we then see the value of the MSA, If the MSA values below 0.5, then these variables can not be analyzed further. Of the 23 variables MSA smallest value is the income level of consumers of organic dragon fruit (Q17) with a value of 0.461 MSA, therefore, the income level of consumers of organic dragon fruit (Q17) were excluded from the factors because it has the smallest number of MSA.

After a variable level of income consumers of organic dragon fruit removed from the factor, then the next step is to retest the 22 remaining variables. To see this, it can be seen in the value of KMO and Barlett's Test as well as the value of the MSA.

Table II. *KMO and Bartlett's Test*

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.665
Bartlett's Test of Sperichity	Approx Chi Square	1064.343
	Df	175
	Sig.	.000

From Table 2 above it can be concluded that the value of KMO and Barlett's Test increased from 0.651 into 0.665 with significant fixed rate (0.000). This is because there is a reduction in the variable with the smallest MSA figures, it can increase the value of existing MSA.

1. Organic Dragon Fruit flavor (Q1) = 0.763.
2. Organic Dragon Fruit Aroma (Q2) = 0.753.
3. Organic Dragon Fruit size (Q3) = 0.685.
4. Organic Dragon Fruit Leather (Q4) = 0.703.
5. Dragon Fruit Organic Resilience (Q5) = 0.649.
6. Organic Dragon Fruit Price (Q6) = 0.511.
7. Organic dragon fruit price suitability of the Health Benefits (Q7) = 0.557.
8. Organic Dragon Fruit Price Competition (Q8) = 0.625.
9. Promotion of Organic Pitaya (Q9) = 0.630.
10. Direct Marketing Organic Pitaya (Q10) = 0.614,
11. Affordability Location to Obtain Organic Pitaya (Q11) = 0.619.
12. Ease of Getting Organic Pitaya (Q12) = 0.639.
13. Seller Services Provided to Consumers (Q13) = 0.675.
14. Consumer Habits in Eating Organic Pitaya (Q14) = 0.685.
15. Healthy Lifestyle Trend (Q15) = 0.612.
16. Age Organic Dragon Fruit consumption (Q16) = 0.615.
17. Family Influence in Eating Organic Pitaya (Q17) = 0.596.
18. Influence Others in Eating Organic Pitaya (Q18) = 0.623.
19. Effect of Consuming role in Dragon Fruit Sellers (Q19) = 0.605.
20. Confidence Respondents in Eating Organic Pitaya (Q20) = 0.739.

21. Respondents Perception in Eating Dragon Fruit (Q21) = 0.686.
22. Experience in Eating Dragon Fruit Respondents (Q22) = 0.633.
Thus the value of the MSA are all above 0.5, so it can be analyzed further.

3. Doing factoring and rotation

The next stage to extract the set of variables that already exist, to form one or several factors. In doing this extraction, the method used was *Principal Component Analysis*, formed after eight factors to determine the spread of the 22 variable factors, then the process is carried out using varimax rotation.

Table III. *Communalities*

	Initial	Extraction
Q1	1.000	.675
Q2	1.000	.704
Q3	1.000	.710
Q4	1.000	.630
Q5	1.000	.445
Q6	1.000	.652
Q7	1.000	.583
Q8	1.000	.460
Q9	1.000	.454
Q10	1.000	.623
Q11	1.000	.725
Q12	1.000	.758
Q13	1.000	.605
Q14	1.000	.725
Q15	1.000	.545
Q16	1.000	.534
Q18	1.000	.613
Q19	1.000	.563
Q20	1.000	.584
Q21	1.000	.637
Q22	1.000	.786
Q23	1.000	.753

Table 3 above shows that the variables Organic Dragon Fruit Flavour (Q1) resulted in approximately 67.5% of variance of the variables Q1, Organic Dragon Fruit Aroma variables (Q2) generates approximately 70.4% variance of the variables Q2, variable Size / Shape Organic Pitaya (Q3) resulted in 71.10% of variance of the variable Q3, Organic Dragon Fruit Leather variable (Q4) generates approximately 63.00% of the variance variable Q4, variable Dragon Fruit Organic Power Save (Q5) generates approximately 44.5% of the variance variable Q5, Organic Dragon Fruit Price variable (Q6) resulted in approximately 65.2% of the variance variable Q6, Suitability variable price Organic Dragon fruit on Health Benefits (Q7) generates approximately 58.3% of the variance variable Q7, variables Organic Dragon Fruit Price Competition (Q8) generates approximately 46.00% of the variance variable Q8, Organic Dragon Fruit Promotion variable (Q9) resulted in approximately 45.4% of the variance variable Q9, variable Direct Marketing Organic Pitaya (Q10) produces approximately 62.3% variance of the variable Q10.

Affordability location to obtain organic pitaya (Q11) produces approximately 72.5% variance of the variables Q11, variables ease of getting organic pitaya (q12) generates approximately 75.8% variance of the variables Q12, variable seller services provided to consumers (q13) generates approximately 60.5% variance of the variables Q13, consumers eating habits variables in organic pitaya (Q14) produces approximately 72.5% variance of the variables Q14, Healthy Lifestyle Trend variable (Q15) produces approximately 72.5% variance of the variables Q15, Age variable in Eating Organic Pitaya (Q16) produces approximately 53.4% variance of the variables Q16, The influence of family variables in Eating Organic Pitaya (Q18) produces approximately 61.3% variance of the variables Q18, Others Influence variables in Eating Organic Pitaya (Q19) produces approximately 56.3% variance of the variables Q19, The influence of variables in Eating Dragon Fruit Sellers (Q20) produces approximately 58.4% variance of the variables Q20, Respondents Confidence variable in Eating Organic Pitaya (Q21) produces approximately 63.7% variance of the variables Q21, Respondents perception variables in Eating Dragon Fruit (Q22) produces approximately 78.6% of the variance of variables and variable Q22 Respondents experience in Eating Dragon Fruit (Q23) produces approximately 75.3% variance of the variable Q23.

Table IV. *Total Variance Explained*

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.025	17.624	17.624	5.025	17.624	17.624
2	3.015	11.819	29.443	3.015	11.819	29.443
3	2.186	8.126	37.569	2.186	8.126	37.569
4	1.640	6.100	43.669	1.640	6.100	43.669
5	1.354	5.010	48.679	1.354	5.010	48.679
6	1.286	5.673	54.352	1.286	5.673	54.352
7	1.196	4.497	58.849	1.196	4.497	58.849
8	1.115	4.165	63.014	1.115	4.165	63.014
9	.883	4.584	67.598			
10	.894	3.245	70.843			
11	.899	3.225	74.068			
12	.825	3.087	77.155			
13	.807	3.005	80.160			
14	.607	2.175	82.335			
15	.576	2.103	84.438			
16	.565	2.065	86.503			
17	.510	2.716	89.219			
18	.455	2.603	91.822			
19	.447	2.856	94.678			
20	.394	1.098	95.776			
21	.378	1.435	97.211			
22	.289	1.087	98.298			
23	.275	1.702	100.000			

From table 4, it can be seen that there are 22 factors that go into factor analysis, but in the above table are only 8 factors formed, therefore researchers only limiting factor 8.

Table V. *Component matrix (a)*

	Component							
	1	2	3	4	5	6	7	8
Q1	.483	.354	-.357	-.219	-.230	-.147	-.156	-.053
Q2	.576	.225	-.389	-.246	-.086	-.117	.037	.100
Q3	.375	.386	-.405	-.305	-.038	-.129	-.010	-.167
Q4	.389	.087	-.086	-.137	.403	-.198	-.265	.357
Q5	.426	.255	-.257	-.001	-.236	.109	-.028	-.175
Q6	.247	.450	.119	.327	.315	.253	.125	.028
Q7	.389	.337	.098	-.164	-.237	.075	.354	-.153
Q8	.157	.396	.286	.002	-.197	-0.370	.200	.005
Q9	.254	.335	.278	.187	-.389	.198	.187	.006
Q10	.302	.199	.275	.121	-.374	.269	.260	.110
Q11	.486	.269	.155	.130	.009	-.278	-.300	-.152
Q12	.386	.178	.285	.050	.200	-.175	-.210	-.378
Q13	.126	.375	-.019	.392	.165	.109	-.279	.295
Q14	.427	.100	-.125	-.135	.198	.385	.257	-.326
Q15	.296	.495	.096	.267	.100	.125	-.193	.075
Q16	.486	.069	-.297	-.059	.157	.034	-.156	-.109
Q18	.486	-.287	.069	-.098	.332	-.068	.107	.223
Q19	.486	-.300	.106	.099	-.065	.126	.268	.105
Q20	.368	-.237	.076	.300	-.247	-.020	.298	-.103
Q21	.287	-.230	.065	-.356	-.202	-.026	.346	-.102
Q22	.352	-.157	.325	-.163	-.199	.226	-.239	.376
Q23	.349	-.148	.259	-.149	-.079	.220	.-236	.350

After it is known that eight factors are the most optimal amount, then the component matrix table shows the distribution of the 22 variables on the eight factors formed. While the figures in the table is the factor loading, which indicates the magnitude of the correlation of a variable with a factor of 1 to 8 process will determine which variable will enter the factor which, carried by a large ratio of the correlation of each row.

For example, Organic dragon fruit flavors (Q1) has some correlation, namely:

1. Correlation between Q1 denganfaktor 1 is 0.483 (pretty, but weak as below 0.5).
2. Correlation between Ql by a factor of 2 is 0.354 (weak, below 0.5).
3. Correlation between Q1 by a factor of 3 is -0.357 (very weak, below 0.5)
4. Correlation between Q1 by a factor of 4 is -0.219 (very weak, below 0.5).
5. Correlation between Q1 by a factor of 5 is -0.230 (very weak, below 0.5).
6. Correlation between Q1 by a factor of 6 is -0.147 (very weak, below 0.5).
7. Correlation between Ql by a factor of 7 is -0.156 (very weak, below 0.5).
8. Correlation between Ql by a factor of 8 is -0.053 (very weak, below 0.5).

According *Singgih Santoro (2004),* that the distribution of the variable component matrix shows that there is the form factor. While the figures in the table is the factor loading matrix component shows a large correlation between a variable with factors there. Rotated component matrix shows the distribution of the more real variables, Table 6 below shows the change in the value of the variable.

Table VI. *Rotated component matrix*

| | Component | | | | | | | |
	1	2	3	4	5	6	7	8
Q1	.052	.736	.032	.033	.068	.151	-.052	-.015
Q2	.147	.775	.004	.024	.078	-.003	.230	.060
Q3	-.139	.738	-.025	.086	.070	-.058	.176	.003
Q4	-.025	.730	.006	.127	.046	-.015	.310	.230
Q5	.209	.490	-.003	.109	.169	.087	-.179	.200
Q6	-.070	-.020	-.100	.627	.168	.089	.148	.200
Q7	-.030	.347	.079	-.039	.490	.082	.015	.353
Q8	-.162	.078	.110	.227	.497	-.024	.059	-.045
Q9	-.010	-.012	.067	.290	.068	.425	.010	.258
Q10	.078	.099	.069	.046	.215	.570	.027	-.356
Q11	.036	.235	.065	.678	.170	.153	.004	-.125
Q12	.012	.068	.139	.705	.040	.225	.039	.160
Q13	.036	.097	-.020	.292	-.005	.010	.008	.692
Q14	.427	.100	-.125	-.135	.198	.385	.257	-.326
Q15	-.036	.169	.026	.648	.150	.183	-.060	.046
Q16	.260	.118	.047	.169	-.210	.479	.116	.189
Q18	.286	.030	.587	.010	-.049	.060	.300	.049
Q19	.440	-.017	.468	-.067	.200	.100	.065	.055
Q20	.258	-.098	.479	-.098	.347	.107	.100	.107
Q21	.658	.046	.185	.137	.159	-.103	.010	-.182
Q22	.725	.040	.069	-.119	.039	.176	.120	.096
Q23	.649	.030	.257	-.120	.028	.150	.115	.086

From Table 6 above, can be explained for example we take the variable organic dragon fruit flavors (Ql), the greatest factor loading is on factor 2 with the value of 0.736, it means organic dragon fruit flavors are at a factor of 2. Therefore the 22 variables above, reduced to eight factors, namely:

1. The first factor consists of: *Consumer Habits in Eating Organic Dragon Fruit, Respondent Confidence in Eating Organic Dragon Fruit, Respondents Perception in Eating Organic Dragon Fruit, Respondents experience in Eating Organic Dragon Fruit.*
2. The second factor consists of: *Organic Dragon Fruit Flavour, Aroma Organic Pitaya, Dragon Fruit Size Organic, Organic Skin Pitaya, Dragon Fruit Organic Resilience.*
3. The third factor consists of: *The influence of the family in Eating Organic Dragon Fruit, Influence Others in Eating Organic Dragon Fruit, Influence Sellers in Eating Organic Dragon Fruit.*
4. The fourth factor consists of: dragon fruit price Organic, *Healthy Lifestyle Trend, Affordability Location to Obtain Organic Pitaya, Dragon Fruit Organic Ease of Getting.*
5. The fifth factor consists of: *dragon fruit price Conformance to the Health Benefits of Organic, Organic Dragon Fruit Price Competition.*
6. The sixth factor consists of: *Promotion of Organic Pitaya, Dragon Fruit Organic Direct Marketing.*
7. Seventh factor consisted of: *age in Eating Organic Dragon Fruit.*
8. Eighth factor consists of: *Services provided by the Seller to the Customer.*

According *Singgih Santoro (2004),* that the distribution of the variable component matrix shows that there is the form factor. While the figures in the table is the factor loading matrix component shows a large correlation between a variable with factors there. Rotated component matrix shows the distribution of the more real variables, Table 7 below shows the change in the value of the variable.

Table VII. *Component transformation matrix*

Component	1	2	3	4	5	6	7	8
1	.426	.450	.279	.170	.210	.291	.290	.185
2	-.447	.505	.204	.494	.305	.118	-.149	.090
3	-.230	-.526	.525	.050	.410	.300	.039	-.063
4	.470	-.308	-.486	.476	.122	.100	-.105	-.098
5	-.225	-.190	-.053	.285	.552	.150	.524	.295
6	.104	-.120	-.296	.337	.168	-.028	-.426	.489
7	-.025	-.129	-.279	-.296	.497	-.269	.415	.385
8	-.029	.018	.153	.225	.119	-.498	.359	-.560

From table 7 above, can be explained that the diagonal factor of 1 to 8 was obtained (0.426; 0505; 0.525; 0.476; 0.552, -0.28, 0.415, -0.560). Number with a minus sign (-) indicates the direction of the correlation, while the diagonal which shows a figure below 0.5 which indicates the presence of other components contained in each of the factors that have a higher correlation. Therefore, there are three factors whose value is above 0.5, namely: a factor of 2 (0.505), factor 3 (0.525), and a factor of 5 (0.552).

3.2. Interpretation of factors that have formed

If factor and rotation has been performed, the next step is to interpret the factors that have been formed. This is done in order to represent the member variables of these factors. Giving the name of each factor is determined based on the variables in it (Hasan & Saputro, 2007). Based on the results of these studies it is known that psychological factors, products, social, distribution, pricing, promotion, and greatly affect the individual consumer.

Important part of the consumer buying process is Psychological Factors, Kotler (2000) states that the consumer into buying a product can be affected by several things: motivation, perception, experience and confidence. Based on the analysis of these factors can be concluded that consumers in buying organic dragon fruit has a variety of reasons but the determining factor of consumer psychology into their buying decisions determining the dragon fruit.

IV. CONCLUSION

Based on the above analysis of marketing research are modeling the factors that influence consumers in deciding to buy organic dragon fruit, so it can be concluded that there are eight most influential factor for determining consumers to buy organic dragon fruit, namely:

- Psychological factors consist of the variable: Consumer Habits in Eating Organic Pitaya (FL = 0.427), Respondent Confidence in Eating Organic Pitaya (FL = 0.658), Respondents Perception in Eating Organic Pitaya (FL = 0.725), the Respondents Consuming Experience Organic Dragon Fruit (FL = 0.649).
- Product factors consists of several variables: Organic Dragon Fruit Flavour (FL = 0.736), Dragon Fruit Aroma Organics (FL = 0.775), Organic Dragon Fruit Size (FL = 0.738), Organic Dragon Fruit Leather (FL = 0.730), Resilience Dragon Fruit organic (FL = 0.490).
- Social factors consists of several variables: The influence of the family in Eating Organic Pitaya (FL = 0.587), Influence of Others in Eating Organic Pitaya (FL = 0.468), Effect of Seller in Eating Organic Pitaya (FL = 0.479).
- Distribution factor consists of several variables that include: Organic Dragon Fruit Price (FL = 0.627), Healthy Lifestyle Trend (FL = 0.648), Affordability Location to Obtain Organic Pitaya (FL = 0.678), Ease of Getting Organic Pitaya (FL = 0.705).
- Price factor consists of several variables that include: Dragon Fruit Organic Conformity Price on Health Benefits (FL = 0.490), Organic Dragon Fruit Price Competition (FL = 0.497).
- Factors Promotion consists of several variables that include: Promotion of Organic Organic Pitaya (FL = 0.425), Direct Marketing Organic Organic Pitaya (FL = 0.570).
- Individual factors consist of variables: age in Eating Organic Pitaya (FL = 0.479).
- Service consists of variable factors: Services provided by the Seller to the Customer (FL = 0.692).

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