

ABSTRACT

CONSUMER ATTITUDES, CONSUMPTION PATTERNS AND FACTORS INFLUENCING THE PURCHASE OF PIZZA HIT'S LAMPUNG IN BANDAR LAMPUNG CITY

By

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This study aims to analyze consumer attitudes, consumption patterns, the contribution of pizza consumption to the Indonesian Recommended Dietary Allowance (RDA), and the factors influencing the purchase of Pizza Hit's Lampung in Bandar Lampung City. The research locations were purposively selected, namely Pizza Hit's Lampung outlets located in Teluk Betung Utara District and Kemiling District, Bandar Lampung City. The sampling technique used was accidental sampling, with a total of 50 respondents. Data were collected from January to March 2026. The data were analyzed using the Fishbein Multi-Attribute Model, descriptive analysis, RDA contribution calculations, and multiple linear regression. The results show that consumer attitudes toward Pizza Hit's Lampung are categorized as good, with a score of 191.93, with taste being the most influential attribute. The consumption pattern indicates an average purchase of one pan per transaction, with an average consumption of 3.4 slices, equivalent to 137 g, and a consumption frequency of two to three times per month. Most consumers eat pizza as a snack during the daytime and prefer the Meat Lovers topping and a medium-sized pizza. Pizza Hit's Lampung contributes an average of 27.2% of the Indonesian RDA for energy. In addition, the average contributions of other macronutrients are 34.6% for protein, 33.3% for fat, and 23.3% for carbohydrates. Factors that significantly and positively influence purchasing decisions include income, the prices of other pizzas (both local and international), education level, and taste preference.

Keywords: *consumer attitudes, consumption patterns, pizza, %RDA, purchasing factors*

ABSTRAK

SIKAP, POLA KONSUMSI DAN FAKTOR-FAKTOR YANG MEMENGARUHI PEMBELIAN PIZZA HIT'S LAMPUNG DI KOTA BANDAR LAMPUNG

Oleh

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Penelitian ini bertujuan menganalisis sikap konsumen, pola konsumsi, kontribusi konsumsi terhadap Angka Kecukupan Gizi (%AKG), serta faktor-faktor yang memengaruhi pembelian Pizza Hit's Lampung di Kota Bandar Lampung. Lokasi penelitian dipilih secara sengaja (*purposive*), yaitu di Pizza Hit's Lampung yang berlokasi di Kecamatan Teluk Betung Utara dan cabang di Kecamatan Kemiling, Kota Bandar Lampung. Teknik pengambilan sampel menggunakan metode *accidental sampling*. Jumlah responden dalam penelitian ini sebanyak 50 orang. Pengumpulan data dilakukan pada bulan Januari-Maret 2026. Data dianalisis dengan menggunakan Model Multiatribut Fishbein, analisis deskriptif, perhitungan %AKG, dan regresi linear berganda. Hasil penelitian menunjukkan bahwa sikap konsumen terhadap Pizza Hit's Lampung berada dalam kategori baik sebesar 191,93 dengan nilai atribut tertinggi yaitu atribut rasa. Pola konsumsi Pizza Hit's Lampung menunjukkan rata-rata jumlah pembelian sebesar 1 loyang per transaksi, rata-rata konsumsi 3,4 *slice* atau setara dengan 137 gram, dengan frekuensi konsumsi terbanyak 2–3 kali per bulan. Mayoritas konsumen mengonsumsi pizza sebagai camilan pada siang hari, dengan topping *Meat Lovers* dan ukuran *medium*. Pizza Hit's Lampung rata-rata berkontribusi energi sebesar 27,2 % terhadap kecukupan gizi yang dianjurkan (%AKG). Selain itu, rata-rata kontribusi zat gizi makro lain yaitu 34,6% untuk protein, 33,3% untuk lemak, dan 23,3% untuk karbohidrat. Faktor-faktor yang berpengaruh nyata positif terhadap pembelian Pizza Hit's Lampung adalah pendapatan, harga pizza lain (lokal dan internasional), pendidikan, dan selera.

Kata kunci: sikap konsumen, pola konsumsi, pizza, %AKG, faktor pembelian