

ABSTRACT

ATTITUDES AND CONSUMPTION PATTERNS OF BROWN RICE CONSUMERS AT MODERN MARKETS IN BANDAR LAMPUNG CITY

By

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This study aims to analyze consumer attitudes, consumption patterns, and the shares of brown rice and white rice in total rice consumption, as well as their contributions to the Desirable Dietary Pattern (DDP) score for rice at modern markets in Bandar Lampung City. This study employed a survey method involving 55 respondents were collected through accidental sampling at Chandra Superstore Tanjung Karang and Super Indo Kemiling from January to February 2026. The analytical methods used were the Fishbein Multiattribute model and quantitative descriptive analysis. The results indicated that consumer's attitudes toward brown rice were categorized as moderately favorable. The most frequently purchased brands were Hottel. The main purpose of consuming brown rice was to reduce blood sugar levels. The most common duration of consumption was 1-3 years. The most frequently purchased package size was 2 kg, with a purchase frequency of once a month and a consumption frequency of 6 times per week. The most common consumption pattern was consuming brown rice only on certain occasions. The share of brown rice in total rice consumption was only 12.60%, while white rice accounted for 87.40%. In terms of the PPH score, the share of brown rice was only 5.08, while white rice accounted for 13.34.

Keywords: brown rice, consumer attitudes, consumption patterns, rice share

ABSTRAK

SIKAP DAN POLA KONSUMSI KONSUMEN BERAS MERAH DI PASAR MODERN KOTA BANDAR LAMPUNG

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Penelitian ini bertujuan untuk menganalisis sikap, pola konsumsi, serta *share* beras merah dan *share* beras putih terhadap total konsumsi beras dan skor Pola Pangan Harapan (PPH) beras di pasar modern Kota Bandar Lampung. Penelitian ini menggunakan metode survei dengan responden berjumlah 55 orang yang diambil secara *accidental sampling* di Chandra Superstore Tanjung Karang dan Super Indo Kemiling yang dilakukan pada bulan Januari sampai Februari 2026. Metode analisis yang digunakan adalah *Multiatribut Fishbein* dan analisis deskriptif kuantitatif. Hasil penelitian menunjukkan bahwa sikap konsumen terhadap beras merah berada pada kategori cukup suka. Merek yang paling banyak dibeli adalah Hottel. Tujuan utama konsumsi yaitu untuk menurunkan gula darah. Lama konsumsi terbanyak berada pada rentang 1-3 tahun. Jumlah pembelian paling banyak yaitu pada kemasan 2kg, dengan frekuensi pembelian 1 kali per bulan, dan frekuensi konsumsi 6 kali per minggu. Cara konsumsi paling banyak adalah dikonsumsi hanya pada waktu dengan tujuan tertentu. *Share* beras merah terhadap total konsumsi beras hanya sebesar 12,60%, sedangkan beras putih sebesar 87,40%. Pada skor PPH, *share* beras merah hanya sebesar 5,08, sedangkan beras putih sebesar 13,34.

Kata kunci: beras merah, pola konsumsi, *share* beras, sikap konsumen