

## **ABSTRACT**

### ***ATTITUDE AND PATTERN PURCHASE OF INSTANT SEASONING PACKAGING BY CONSUMER HOUSEHOLD IN BANDAR LAMPUNG***

**By**

**Aria Juwita,**

The purpose of this research are to determine the household consumer attitudes, purchasing patterns, and the dominant affecting factor of the instant seasoning purchase. This research is conducted in sub-district of Kemiling and Rajabasa of Bandar Lampung City. The number of 67 households is drawn by the method of group stages sampling. The research data is analyzed by Fishbein and principal component analysis. The result showed that the pattern of instant seasoning purchases by consumers in Bandar Lampung was as follows: the average purchase frequency of instant seasoning was twice per month, 3-4 shaset purchase amount, and the type of instant seasoning most preferred by consumers were racik tempe and fried rice. The most preferred and trusted attributes by consumers were the ease of obtaining the product, expired date information and the taste. Based on the score of attitude attributes on instant seasoning, the brand of Indofood and ease of obtaining the product got the highest score, followed by the attribute expiration information and the taste. The dominant factor on influencing purchasing decisions of seasoning was formed by four main components (factors) based on the value of the loading factors. The first component (information) consisted of expiration information, others' influences and composition of the product. The second component (product) consisted of the influence of taste, promotions and prices. The third component (product suitability) consisted of variables brand and conformity with the type of cuisine. The fourth component (ease of obtaining the product) consisted of variable ease of obtaining the product.

Key words: attitude, factor analysis, instant seasoning