

ABSTRACT

ANALYSIS OF CONSUMER ATTITUDE AND BEHAVIOR IN USING 3 KG OF PRODUCT LPG (Studies on Society in the village mediation District Tanjungkarang Center Bandarlampung)

By

FITRIYANI

The aims of this study to know attitudes and behavior consumer in using 3 kg of LPG products in the village mediation district Tanjungkarang Center Bandarlampung. Data collected by an explanatory descriptive study with two types of data are primary data and secondary data. Processing data with descriptive analysis of the Fishbein Multiattribute to measure consumer attitudes and behavior in the use of 3 kg LPG product.

The results of this analysis indicate that attitudes and behavior of consumer in the use of 3 kg LPG products in the village mediation District Tanjungkarang Center is good, it means that consumer assessment of 7 (seven) of existing LPG product attributes not yet got ideal value that just only attribute speed cooking to receive category ideal for consumer is very good. The assessment consumer about attribute quality and packaging of LPG, attribute practical and easy to obtain LPG, attribute cleanliness, and attribute media socialization is attribute of product LPG get good categories. Attribute of price LPG get neutral value and security attribute in a bad category. This matter indicates that the security attribute is necessary for consumer in using LPG 3 kg.

In order to attitude and behavior the ideal value for the consumer, the provider of 3 kg LPG products need to pay attention to quality and packaging of LPG by distribution needs to be done in the proper withdrawal of LPG cylinders rusted, dented and leaking, and also by providing guarantees or warranties, if LPG is damaged before use. And for the people to be careful in the use of gas stoves with the instructions how to pay attention and procedures for the use of gas stove is good and right and safe to use.

Keywords: attitude, behavior, consumer, LPG 3 kg.