

ABSTRACT

THE HOUSEHOLD DEMAND AND SATISFACTION OF SIGER RICE CONSUMPTION IN LAMPUNG PROVINCE

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In order to support the movement of food diversification in Lampung Province, then developed refined product made from cassava, namely Siger Rice. The objectives of this research were to analyze the pattern of Siger Rice consumption, factors controlling Siger Rice demand and household satisfaction of Siger Rice. The data was collected in Mei 2015. The number of respondents in this research were 60 respondents consisting of 30 households who consumed Siger Rice of KWT Tunas Baru in Bandar Lampung and 30 households who consumed Siger Rice of KWT Agung Lestari in Lampung Selatan. The analysis methods used were descriptive analysis, multiple regression function, Customer Satisfaction Index (CSI) and Importance Performance Analysis (IPA). The research showed that consumption frequency of Siger Rice in KWT Tunas Baru and KWT Agung Lestari were equal. They were 8 to 12 per month. The households of KWT Tunas Baru consumed 5,47 kg per month and for KWT Agung Lestari 2,99 kg per month. The main reason of KWT Tunas Baru respondents consuming Siger Rice was for health (60%), preference (10%), habit (10%), and curious to try (20%). For KWT Agung Lestari respondents consuming Siger Rice for their custom (40%), preference (23,33%), curious to try (23,33%), and health (13,34%) . Factors affecting the household demand of Siger Rice in KWT Tunas Baru were the price of paddy rice, the price of fish, and the number of family member, while in KWT Agung Lestari were the price of Siger Rice, the price of paddy rice and the price of fish. The CSI of Siger Rice in KWT Tunas Baru and KWT Agung Lestari were 73,8% and 67,8%; this meant that the consumers were satisfied. According to the IPA result, the main priority attributes of Siger Rice of KWT Tunas Baru and KWT Agung Lestari that had to be changed was the price of siger rice.

Key words : consumption pattern, CSI, IPA, Siger Rice