

ABSTRACT

CONSUMER'S ATTITUDES AND DECISION MAKIN IN BUYING CHICKEN MEAT IN BANDAR LAMPUNG

By

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The objectives of this research were to know: the consumer attitudes, the stages of the purchase decision making, and the factors that effected the purchase decisions of chicken meat in Bandar Lampung City. This research was conducted at three traditional markets in Bandar Lampung City, namely Tugu Market, SMEP Market, and Gintung Market. This research was conducted by a survey method, in which locations were determined on purpose, while the samples of 90 people were obtained by accidental sampling technique. The data was analyzed by descriptive qualitative analysis, multiattribute Fishbein analysis and logit regresion analysis. The results showed that consumer attitudes toward the attributes of chicken meat were that they preferred ras chicken meat than kampong chicken meat; particularly in terms of the meat price and weight. Consumer decision making stage of chicken meat showed that they bought chicken because of their awareness on the need of protein and 60% of them preferred to buy ras chicken meat than kampong chicken meat. Most consumer (61.11%) got information about chicken meat from merchants. Their were 78 percents of consumers that were satisfied with their purchased chicken meat and the remaining of 12 percent were dissatisfied for getting improper weight and receiving unfresh meat. Factors that effected the purchase decisions of chicken meat in in Bandar Lampung City were the protein price of ras chicken meat, kampong chicken meat, and salted fish; in addition to the family income.

Keywords: attribut, attitude, fishbein, decision making, logistick regresion.

ABSTRAK

SIKAP DAN PENGAMBILAN KEPUTUSAN KONSUMEN DALAM MEMBELI DAGING AYAM DI KOTA BANDAR LAMPUNG

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Tujuan dari penelitian ini adalah untuk mengetahui : sikap konsumen terhadap daging ayam di Kota Bandar Lampung, tahap-tahap proses pengambilan keputusan pembelian daging ayam di Kota Bandar Lampung dan faktor-faktor yang berpengaruh terhadap keputusan pembelian daging ayam di Kota Bandar Lampung. Penelitian dilaksanakan di pasar tradisional yang ada di Kota Bandar Lampung, yaitu Pasar Tugu, pasar Gintung dan Pasar SMEP. Penelitian ini dilakukan dengan metode *survey*, penentuan lokasi dengan metode *purposive*. Jumlah sampel penelitian ini adalah 90 orang yang didapat dengan menggunakan metode *accidental sampling*. Metode analisis data yang digunakan pada penelitian ini adalah metode analisis deskriptif kualitatif, analisis multiatribut fishbein dan analisis regresi logit. Hasil yang didapat dari penelitian ini adalah sikap konsumen terhadap daging ayam adalah lebih menyukai daging ayam ras dibandingkan dengan daging ayam kampung, khususnya dalam hal harga daging dan bobot daging. Tahap-tahap pengambilan keputusan konsumen dalam pembelian daging ayam terdiri dari konsumen membeli daging ayam karena kebutuhan protein informasi yang diketahui konsumen tentang daging ayam dominan diperoleh dari pedagang (61,11%), seluruh responden membeli produk lain untuk memenuhi kebutuhan proteininya (tahap evaluasi alternatif), 60 persen konsumen lebih memilih membeli daging ayam ras dibandingkan daging ayam kampung. Sebanyak 78 persen konsumen merasa puas dengan daging ayam yang dibeli dan sisanya 12 persen tidak puas. Faktor-faktor yang berpengaruh terhadap keputusan pembelian daging ayam di Bandar Lampung adalah harga daging ayam ras, harga daging ayam kampung, harga ikan asin dan pendapatan keluarga.

Kata kunci : atribut,sikap, fishbein, pengambilan keputusan, regresi logistik