

ABSTRACT

FINANCIAL FEASIBILITY, DECISION MAKING, AND CONSUMER BEHAVIOR OF TOGA SARI AND MEKAR SARI SIGER RICE AGROINDUSTRY

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This reseach aims to analyze the financial feasibility, sensitivity, decision-making and consumer behavior of Toga Sari and Mekar Sari siger rice agroindustry. This reseach used the case study method in Toga Sari Agroindustry (Tulang Bawang) and Mekar Sari Agroindustry (Metro). The number of respondents of decision-making and consumer behavior analysis taken as many as 89 people with accidental sampling technique. Data collection was conducted in August-November 2015. Data were analyzed by descriptive quantitative and qualitative. The results showed that siger rice agroindustry worth developing. Toga Sari Agroindustry generates Gross B/C 1,33, Net B/C 2,16, NPV 29.821.295,28, IRR 32 percent and PP 2,57, while the Mekar Sari Agroindustry generates value Gross B/C 1, 38, Net B/C 3,49, NPV 8.020.823,43, IRR 59 percent, and PP 1,75. Agroindustry of siger rice was not sensitive to cost increased by 5,08 percent, but sensitive to raw material price increased by 11 percent and a decline in production by 19 percent. The decision-making on siger rice buying by the household consumers was begun by the stage of introduction needs of siger rice; consumers were motivated to consume siger rice for the benefits reason. Most consumers knew siger rice information through their family and evaluated that the benefits of the product attribute was their primary consideration. The majority of consumers bought yellow siger rice, one to five kilometers from their place and they felt satisfied and wanted to buy it despite the price was increased due to its health benefits. The results of the household consumers' behavior by multiatribut Fishbein analysis showed that Toga Sari consumers very liked, while the Mekar Sari consumers showed the attitude of liked.

Key words : consumer behavior, financial feasibility, siger rice.

ABSTRAK

KELAYAKAN FINANSIAL, PENGAMBILAN KEPUTUSAN, DAN SIKAP KONSUMEN RUMAH TANGGA AGROINDUSTRI BERAS SIGER TOGA SARI DAN MEKAR SARI

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Penelitian ini bertujuan menganalisis kelayakan finansial, sensitivitas, pengambilan keputusan dan sikap konsumen rumah tangga agroindustri beras siger Toga Sari dan Mekar Sari. Penelitian ini menggunakan metode studi kasus di Agroindustri Toga Sari (Kabupaten Tulang Bawang) dan Agroindustri Mekar Sari (Kota Metro). Jumlah responden yang digunakan dalam analisis pengambilan keputusan dan sikap konsumen adalah sebanyak 89 orang konsumen rumah tangga dengan teknik *accidental sampling*. Pengambilan data dilaksanakan pada bulan Agustus - November 2015. Data dianalisis secara deskriptif kuantitatif dan kualitatif. Hasil penelitian menunjukkan bahwa agroindustri beras siger layak dikembangkan. Agroindustri Toga Sari menghasilkan Gross B/C 1,33, Net B/C 2,16, NPV 29.821.295,28, IRR 32 persen dan PP sebesar 2,57, sedangkan Agroindustri Mekar Sari menghasilkan nilai Gross B/C 1,38, Net B/C 3,49, NPV 8.020.823,43, IRR 59 persen, dan PP sebesar 1,75. Agroindustri beras siger tidak sensitif terhadap kenaikan biaya sebesar 5,08 persen, namun sensitif terhadap kenaikan harga bahan baku sebesar 11 persen dan penurunan produksi sebesar 19 persen. Pengambilan keputusan pembelian beras siger diawali tahap pengenalan kebutuhan. Konsumen termotivasi untuk mengkonsumsi beras siger karena alasan manfaat yang diperoleh. Sebagian besar konsumen mengetahui informasi beras siger melalui keluarga. Konsumen mengevaluasi bahwa manfaat produk menjadi atribut pertimbangan utama dalam membeli. Mayoritas konsumen membeli beras siger berwarna kuning. Evaluasi pasca pembelian menunjukkan konsumen merasa puas serta tetap membeli beras siger meskipun terjadi kenaikan harga. Konsumen rumah tangga Toga Sari menunjukkan sikap sangat suka sedangkan konsumen rumah tangga Mekar Sari menunjukkan sikap suka.

Kata kunci : analisis finansial, beras siger, sikap konsumen.