

ABSTRACT

THE CONSUMERS ATTITUDE AND SATISFACTION ON MENU PACKAGE OF *LELE TERBANG* AND ITS CORRELATION WITH MARKETING MIX AT SAMBAL LALAP RESTAURANT IN BANDAR LAMPUNG

BY

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This study aims to determine the consumers characteristics attitude, and satisfaction; in addition to its correlation with marketing mix of lele terbang package at Sambal Lalap Restaurant Bandar Lampung. Research location was determined purposively. The number of interviewed samples was 59 respondents that were chosen by convenience sampling. The first and fourth purposes were analyzed descriptively, the second purpose was analyzed by using Fishbein's multiattribute, and the third purpose was analyzed by using Customer Satisfaction Index and Importance performance Analysis. The result showed that consumers were dominated by 19 to 24 years old women, and was bachelor students who had income less than < Rp1.500.000,00 per month and frequency of purchase the package was 1 to 3 times per week. The score of consumer's attitude had been positive, some attributes with the highest score were: taste, price, halal, cleanness, and the comfortable of the place. Overall, the score of consumers' satisfaction was feeling satisfied in consuming the menu packet of lele terbang. Based on the analysis of Importance performance Analysis of the attribute at the Kuadran I (main priority) was hygiene attribute. Moreover, the attribute in Kuadran II (hold the prestation) were taste, price, halal, cleanness, and the comfortable of the place. Attribute in Kuadran II (low priority) were aroma, size, benefit, location, and facility. While, attribute in Kuadran IV (affluent) was the attribute of menu and parking area. Marketing strategy of menu packet lele terbang at Sambal Lalap Restaurant had implemented marketing strategy (marketing mix).

Key word: attitude, CSI, IPA, menu package of lele terbang, satisfaction

ABSTRAK

SIKAP DAN KEPUASAN KONSUMEN TERHADAP PAKET MENU LELE TERBANG, KAITANNYA DENGAN BAURAN PEMASARAN DI RUMAH MAKAN SAMBAL LALAP BANDAR LAMPUNG

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Penelitian ini bertujuan untuk mengetahui karakteristik konsumen, sikap konsumen, kepuasan konsumen, serta kaitannya dengan bauran pemasaran di Rumah Makan Sambal Lalap Bandar Lampung. Lokasi penelitian ditentukan secara sengaja (*purposive*). Sampel penelitian sebanyak 59 responden dipilih melalui *Convenience Sampling*. Tujuan pertama dan ke empat dianalisis secara deskriptif, tujuan ke dua dianalisis menggunakan model multiatribut *Fishbein*, dan tujuan ke tiga dianalisis menggunakan *Customer Satisfaction Index (CSI)* dan *Importance Performance Analysis (IPA)*. Hasil penelitian menunjukkan bahwa konsumen di Rumah Makan Sambal Lalap didominasi oleh perempuan umur 19-24 tahun, dan berstatus sebagai mahasiswa S1 dengan penghasilan sebesar < Rp1.500.000/bulan dengan frekuensi pembelian sebanyak 1-3 kali seminggu. Nilai skor sikap (Ao) konsumen sudah positif dan beberapa atribut dengan nilai tertinggi yaitu; rasa, harga, halal, kebersihan dan kenyamanan tempat. Tingkat kepuasan konsumen terhadap analisis *Customer Satisfaction Index (CSI)* secara keseluruhan berada pada kriteria puas dalam mengonsumsi paket menu lele terbang. Berdasarkan analisis *Importance Analysis Performance (IPA)* atribut yang ada pada kuadran I (prioritas utama) adalah atribut higienitas. Atribut yang ada pada kuadran II (pertahankan prestasi) adalah atribut rasa, harga, halal, kebersihan dan kenyamanan tempat. Atribut yang ada pada kuadran III (prioritas rendah) adalah atribut aroma, ukuran, manfaat, lokasi, fasilitas, dan atribut yang ada di kuadran IV (berlebihan) adalah atribut variasi menu dan area parkir. Strategi pemasaran paket menu lele terbang di Rumah Makan Sambal Lalap sudah menerapkan strategi bauran pemasaran (*marketing mix*) dengan baik.

Kata Kunci : CSI, IPA, kepuasan, paket menu lele terbang, sikap.