ABSTRACT

ANALYSIS OF KNOWLEDGE AND ATTITUDE OF CONSUMERS ON THE PURCHASING OF RETAIL SOY MILK IN BANDAR LAMPUNG

By

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The purposes of this research were to know the characteristics, the pattern and purchase decision phases, the knowledge and attitude of consumers towards retail soy milk. The research was conducted by survey method in the four traditional markets at four areas of Bandar Lampung namely Pasir Gintung, Tugu, Way Halim, and Kangkung. The research samples consisted of 100 people, in which data was collected through interviews with respondents using questionnaires. The data was analyzed by descriptive and Attitude Model of Multi-attribute Fishbein. The results of the research showed that the consumers of retail soy milk were men and women of 21-60 years old, most of them were graduated from senior high school (59%). Most consumers were housewife (56%), in which family income was Rp2,000,000.00-Rp3,000,000.00 per month. The consumers had purchase pattern of retail soy milk packed in 240 ml volume about 12 times per month. Purchasing decisions of the retail soy milk through stages of the need recognition, information search, evaluation of alternative, purchase, and post-purchase evaluation. The knowledge of consumer on all attributes of retail soy milk was in middle category. In general, consumers had good knowledge of soy milk attributes about the price, freshness, volume and calcium content of retail soy milk. The attributes most preferred and trusted by consumers was the easy of obtaining the product and the benefits of soy milk. The attitude score (Ao) of retail soy milk was 9.50; this was in the positive category and also highly favored by consumers.

Keywords: Attitude, Knowledge, Multi-attribute Fishbein, Soy Milk