

ABSTRAK

PENGAMBILAN KEPUTUSAN DAN POLA PEMBELIAN BUMBU GILING PADA RUMAH TANGGA DI KOTA BANDAR LAMPUNG

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Tujuan penelitian ini adalah untuk mengetahui proses pengambilan keputusan, pola pembelian dan faktor dominan pembelian bumbu giling oleh rumah tangga di Kota Bandar Lampung. Penelitian ini dilakukan di Pasar Pasir Gintung, Pasar Tugu, dan Pasar Cimeng. Setiap pasar tradisional ditetapkan satu pedagang bumbu giling sehingga terdapat tiga pedagang bumbu giling. Ada 90 responden ibu rumah tangga yang dipilih dengan metode *accidental sampling*. Bumbu giling yang menjadi objek penelitian ini adalah bumbu giling sayur santan, rendang, dan unkep. Data dianalisis menggunakan deskriptif kualitatif dan analisis faktor dengan menggunakan Analisis Komponen Utama (AKU). Hasil penelitian menunjukkan bahwa ibu rumah tangga memutuskan untuk membeli bumbu giling dengan melalui tahap pengenalan kebutuhan, tahap pencarian informasi, tahap evaluasi alternatif, tahap keputusan pembelian, dan tahap evaluasi pasca pembelian. Jumlah bumbu giling yang dibeli dalam seminggu terakhir adalah Rp2.000,00-5.500,00 dengan jenis bumbu giling yang paling banyak adalah bumbu rendang dengan frekuensi pembelian 1-2 kali. Faktor dominan dalam keputusan untuk membeli bumbu giling di Kota Bandar Lampung dibentuk berdasarkan tiga komponen utama (faktor) berdasarkan nilai faktor pemuatan. Komponen pertama, faktor pengaruh, terdiri dari variabel warna bumbu giling, pengaruh rasa, pengaruh orang lain, kepercayaan diri dalam meracik bumbu sendiri dan kepercayaan diri terhadap rasa bumbu giling. Komponen kedua, faktor persepsi, terdiri dari variabel persepsi harga bumbu giling terhadap barang yang diperoleh, persepsi harga bumbu giling basah dengan harga bumbu giling sachet dan bau/aroma bumbu giling. Komponen ketiga, faktor tampilan dari usaha bumbu giling, terdiri dari variabel kebersihan dan keramahan pedagang.

Kata kunci : bumbu giling, faktor, pembelian

ABSTRACT

DECISION MAKING AND PURCHASE PATTERN OF GROUND SPICES BY HOUSEHOLD CONSUMERS IN KOTA BANDAR LAMPUNG

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The purposes of this research were to determine the decision making process, purchasing patterns, and dominant factors in purchasing ground spices in Kota Bandar Lampung. This research was conducted in Pasir Gintung market, Tugu market, and Cimeng market. Each traditional market was decided to one trader of ground spices, so there are three traders of ground spices. There were 90 housewife respondents drawn using accidental sampling method. Ground spices, as the object of this research, consisted of “sayur santan”, “rendang” and “ungkep” spices. Data were analyzed descriptively and using Principal Component Analysis (PCA) factor analysis. The results showed that housewives decided to buy ground spices by the process of needs introduction, information searching, alternative evaluation, purchase decision, and post-purchase evaluation. The pattern of ground spices purchases by housewives was the amount of spice purchased in the past week was Rp2,000.00-5,500.00 with the type that was most widely purchased was “rendang” with the frequency of 1-2 times a week. The dominant factors on purchasing decisions was formed by three main factors based on the value of the loading factors. The first, influence factor, consisted of variables colour, taste, influence of other people, confidence of making seasoning by their own, and confidence in taste of ground spices. The second, perception factor, consisted of variables perception of the price compared to the amount of ground spices obtained, perception of the price compared to that of packaged ground seasoning, and aroma of ground spices. The third, display of ground spices business, consisted of variables cleanliness of the product and the place, and friendliness of traders.

Keywords : factor, ground spices, purchase