

ABSTRACT

ANALYSIS OF ATTITUDE AND CUSTOMER'S SATISFACTION ON THE FRIED CASSAVA TW AT TWO WAN CAFE IN BANDAR LAMPUNG

By

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This study aims to determine consumer characteristics and analyze consumer attitudes and satisfaction toward Fried Cassava TW at Two Wan Cafe in Bandar Lampung. This research method is a survey. Furthermore, the research sample is 60 people selected through the accidental sampling technique. The data are analyzed using Multiatribut Fishbein and Customer Satisfaction Index. Data collection was carried out in March-April 2021. In addition, the results show that mostly Fried Cassava TW consumers are men in the late adult age category. The most recent education is college and civil servants as the most occupations of Fried Cassava TW consumers. The average consumer consumes Fried Cassava TW 3 times in the last month. Consumer attitudes towards Fried Cassava TW menu are like with a value (Ao) of 74.46. The highest attribute on the attitude value (Ao) is the size. The value of the satisfaction level on Fried Cassava TW is 79.47 percent and is included in the satisfied category. Finally, the attribute that has the highest performance value is size with a score of 4.23

Keywords: attitudes, consumer, Fried Cassava TW, satisfaction

ABSTRAK

ANALISIS SIKAP DAN KEPUASAN KONSUMEN TERHADAP MENU FRIED CASSAVA TW DI TWO WAN CAFE DI BANDAR LAMPUNG

Oleh

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Penelitian ini bertujuan untuk mengetahui karakteristik konsumen dan menganalisis sikap dan kepuasan konsumen terhadap Fried Cassava TW di Two Wan Cafe di Bandar Lampung. Metode penelitian ini adalah metode survey. Sampel penelitian sebanyak 60 orang dipilih menggunakan teknik *accidental sampling*. Data dianalisis menggunakan model Fishbein multi-attribute dan Customer Satisfaction Index. Pengumpulan data dilakukan pada bulan Maret-April 2021. Hasil penelitian menunjukkan konsumen Fried Cassava TW di dominasi laki laki dengan kategori usia dewasa akhir. Sebagian besar responden memiliki jenjang pendidikan pada level perguruan tinggi dan PNS merupakan mayoritas pekerjaan konsumen Fried Cassava TW. Rata rata konsumen mengkonsumsi Fried Cassava TW sebanyak 3 kali dalam sebulan terakhir. Sikap konsumen terhadap menu Fried Cassava TW adalah suka dengan nilai (Ao) sebesar 74,46. Atribut tertinggi pada nilai sikap (Ao) adalah ukuran. Nilai tingkat kepuasan pada Fried Cassava TW sebesar 79,47 persen dan masuk dalam kategori puas. Atribut yang memiliki nilai kinerja tertinggi adalah ukuran dengan skor sebesar 4,23

Kata kunci :Fried Cassava TW, kepuasan, konsumen, sikap