

ABSTRAK

PREFERENSI PERMINTAAN DAN KEPUASAN KONSUMEN RUMAH TANGGA DALAM PEMBELIAN MINYAK GORENG KEMASAN DI KOTA BANDAR LAMPUNG

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Penelitian ini bertujuan untuk menganalisis preferensi, pola konsumsi, faktor-faktor yang memengaruhi permintaan dan kepuasan terhadap produk minyak goreng kemasan di Kota Bandar Lampung. Penelitian ini dilakukan di Kecamatan Way Halim, Kecamatan Sukabumi, Kecamatan Tanjung Karang Timur dan Tanjung Karang Pusat. Metode penelitian ini adalah survei dengan teknik pengambilan sampel *accidental sampling*. Responden adalah 100 konsumen rumah tangga yang mengonsumsi minyak goreng kemasan minimal satu kali dalam dua bulan terakhir. Data penelitian dianalisis menggunakan analisis konjoin, analisis deskriptif, analisis regresi linear berganda dan analisis *Customer Satisfaction Index*. Pengumpulan data dilakukan pada bulan Februari - April 2021. Hasil penelitian menunjukkan bahwa konsumen menyukai kombinasi atribut minyak goreng kemasan dengan warna kuning keemasan, harga berkisar antara Rp 11.000 – Rp 13.000/liter, ukuran kemasan 2 liter, jernih, dan jenis kemasan botol. Pola konsumsi rumah tangga terhadap merek minyak goreng kemasan yang paling banyak digunakan konsumen yaitu Bimoli, dengan rata-rata jumlah konsumsi rumah tangga perbulan 3,714 liter dan konsumsi rata-rata per kapita per bulan yaitu 0,863 liter. Frekuensi pembelian antara 1 sampai 2 kali per bulan dan tempat pembelian yang paling diminati adalah minimarket. Harga tempe berpengaruh negatif terhadap konsumsi minyak goreng kemasan, sedangkan harga minyak goreng curah, jumlah anggota keluarga dan pendapatan keluarga berpengaruh positif terhadap konsumsi minyak goreng kemasan. Nilai Customer Satisfaction Index (CSI) sebesar 89,67% yang berarti bahwa konsumen minyak goreng kemasan di Bandar Lampung sangat puas dengan konsumsi minyak goreng kemasan.

Kata kunci: minyak goreng kemasan, preferensi, pola konsumsi, faktor permintaan, kepuasan.

ABSTRACT

Demand and Satisfaction Preferences Household Consumers In Purchase Packaged Cooking Oil In Bandar Lampung City

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This study aims to analyze preferences, consumption patterns, factors that influence demand and satisfaction for packaged cooking oil products in Bandar Lampung City. This research was conducted in Way Halim District, Sukabumi District, Tanjung Karang Timur District and Tanjung Karang Pusat. This research method is a survey with accidental sampling technique. Respondents were 100 household consumers who consumed packaged cooking oil at least once in the last two months. The research data were analyzed using conjoint analysis, descriptive analysis, multiple linear regression analysis and Customer Satisfaction Index analysis. Data collection was carried out in February - April 2021. The results showed that consumers liked the combination of attributes of packaged cooking oil with a golden yellow color, the price ranged from Rp. 11,000 - Rp. 13,000/liter, the size of the packaging was 2 liters, clear, and the type of bottle packaging. The most widely consume of cooking oil is Bimoli, with an average monthly consumption is 3.714 liters and monthly consumption per capita is 0.863 liters. The frequency of purchasing cooking oil is from 1 to 2 times per month and the most popular place to buy is mini market. The price of tempe has a negative effect on the consumption of packaged cooking oil, while the price of unpacked cooking oil, the number of family members and family income have positive effect on the consumption of packaged cooking oil. The value of the Customer Satisfaction Index (CSI) is 89.67%, which means that packaged cooking oil consumers in Bandar Lampung are very satisfied with packaged cooking oil consumption.

Key words: packaged cooking oil, preferences, consumption patterns, demand factors, satisfaction.