

ABSTRACT

ATTITUDE OF CUSTOMERS, BUYING PATTERNS, DAN FACTORS AFFECTING THE PURCHASE OF GREENFIELDS MILK IN BANDAR LAMPUNG

By

Ghina Putri Fadhilah

This study aims to analyze the attitude of consumers toward the purchase of Greenfields milk in Bandar Lampung City, the purchase pattern, and the factors that influence the number of milk purchase by consumers toward Greenfields milk. This research was conducted at Chandra Superstore Tanjung Karang, Chamart Wayhalim, Lion Superindo Lampung, Gelael Lampung, Transmart Lampung, MM Surya Pagar Alam, and Indomaret Plus Ryacudu Korpri 2. The research method is a survey with the accidental sampling technique. Respondents were 56 Greenfields milk consumers who had bought and consumed Greenfields milk at least once in the last one month. The research data are analyzed using Fishbein Multi-attribute analysis, descriptive statistics, and multiple linear regression analysis. Data collection was conducted in April - Mei 2021. The results showed that the consumers bought Greenfield milk mostly because of the taste. The highest amount of Greenfields milk purchased was the UHT and the flavor is fullcream, The average number purchased was 3.369 ml/month/consumer monthly and the average frequency was two times a month. The price of Greenfields milk and the number of family members has a significant effect on the number of Greenfields purchased.

Key words: milk, consumer attitude, purchasing factors, purchasing patterns

ABSTRAK

SIKAP KONSUMEN, POLA PEMBELIAN, DAN FAKTOR-FAKTOR YANG MEMENGARUHI PEMBELIAN SUSU *GREENFIELDS* DI KOTA BANDAR LAMPUNG

Oleh

Ghina Putri Fadhilah

Penelitian ini bertujuan untuk menganalisis sikap konsumen terhadap pembelian susu *Greenfields* di Kota Bandar Lampung, pola pembelian, dan faktor-faktor yang mempengaruhi pembelian susu *Greenfields*. Penelitian ini dilakukan di Chandra Superstore Tanjung Karang, Chamart Wayhalim, Lion Superindo Lampung, Glael Lampung, Transmart Lampung, MM Surya Pagar Alam, dan Indomaret Plus Ryacudu Korpri 2. Metode penelitian ini adalah survei dengan teknik pengambilan sampel *Accidental Sampling*. Responden adalah 56 konsumen susu *Greenfields* yang pernah membeli atau mengonsumsi susu *Greenfields* minimal satu kali dalam sebulan terakhir. Data penelitian dianalisis menggunakan analisis Multiatribut Fisbein, statistik deskriptif, dan analisis regresi linear berganda. Pengumpulan data dilakukan pada bulan April - Mei 2021. Hasil penelitian menunjukkan bahwa konsumen yang membeli susu *Greenfields* lebih banyak karena rasa. Jumlah tertinggi susu *Greenfields* yang dibeli adalah jenis UHT variant rasa Fullcream. Jumlah rata-rata pembelian susu *Greenfields* adalah 3.369 ml/bulan/konsumen dan frekuensi rata-rata adalah dua kali sebulan. Harga susu *Greenfields* dan jumlah anggota keluarga berpengaruh nyata terhadap jumlah pembelian susu *Greenfields*.

Kata kunci: susu, sikap konsumen, faktor pembelian, pola pembelian