

ABSTRACT

BANANA CRISPY CONSUMER PREFERENCE AND SATISFACTION IN TWO UMKM AT GEDONG TATAAN DISTRICT

By

Hayatin Nufus

The research's aims to decide preference, consumer satisfaction, post-purchase behavior of banana crispy in two UMKM at Gedong Tataan District. The research location was determined by purposive at Banana Melted Lampung and Banana Monalisa. There are 45 respondents in this study who were taken by sampling quota. Data was collected from January-March 2022. Data of preferences and behavior after purchase was analyzed by descriptive quantitative using a frequency tabulation, while satisfaction level was analyzed using Customer Satisfaction Index (CSI). This research results indicated that consumers preferred banana crispy at Banana Melted Lampung than at Banana Monalisa. The result of the level consumer satisfaction in consuming banana crispy at Banana Melted Lampung in the very satisfied criteria, while at Banana Monalisa it is in the satisfied criteria. The number of purchases of banana crispy in the two MSMEs is two boxes per month. In behavior after purchase, after consumers evaluate the product, 11 people still consume Banana Melted Lampung, then 10 consumers only consume Banana Banana Monalisa, and the rest still consume both.

Key words: crispy banana, decision, preference, satisfaction.

ABSTRAK

PREFERENSI DAN TINGKAT KEPUASAN KONSUMEN *BANANA CRISPY* PADA DUA UMKM DI KECAMATAN GEDONG TATAAN

Oleh

Hayatin Nufus

Penelitian ini bertujuan untuk mempelajari preferensi, kepuasan konsumen dan perilaku pasca pembelian pisang krispi pada dua UMKM di Kecamatan Gedong Tataan. Lokasi penelitian ditentukan secara *purposive* di *Banana Melted Lampung* dan *Banana Monalisa*. Sampel dalam penelitian ini berjumlah 45 orang yang diambil dengan cara *sampling quota*. Pengumpulan data dilakukan pada periode Januari-Maret 2022. Data preferensi dan perilaku pasca pembelian dianalisis secara deskriptif kuantitatif menggunakan tabulasi frekuensi, sedangkan tingkat kepuasan dianalisis menggunakan *Customer Satisfaction Index (CSI)*. Hasil penelitian menunjukkan bahwa konsumen lebih menyukai *banana crispy* di *Banana Melted Lampung* dibandingkan di *Banana Monalisa*. Hasil tingkat kepuasan konsumen dalam mengonsumsi *banana crispy* di *Banana Melted Lampung* berada pada kriteria sangat puas, sedangkan pada *Banana Monalisa* berada pada kriteria puas. Jumlah pembelian *banana crispy* di kedua UMKM tersebut adalah dua dus per bulan. Dalam perilaku pasca pembelian, setelah konsumen mengevaluasi produk, 11 orang masih mengonsumsi *Banana Melted Lampung*, kemudian 10 orang konsumen hanya mengonsumsi *Banana Monalisa*, dan sisanya masih mengonsumsi keduanya.

Kata kunci: kepuasan, keputusan, pisang krispi, preferensi.