

ABSTRACT

Consumer Attitude, Satisfaction, and Loyalty on The Purchase of Melted Banana Chips at CV Vanana Jaya Sinergi in Bandar Lampung City

By

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This study aims to determine attitudes, satisfaction, and loyalty to the purchase of Melte Vanana melted banana chips at CV Vanana Jaya Sinergi. This research place in Bumi Manti Street number II, LK II, Kampung Baru Village, Labuhan Ratu District, Bandar Lampung City chosen purposively. The number of samples in this study are 50 people who are selected by non-probability sampling method. Research data is analyzed descriptive qualitatively by Fishbein Multi-attribute Model, Consumer Satisfaction Index (CSI), and loyalty pyramid. Results of research known that consumer attitudes towards Melte Vanana melted banana chips are in the good category. Consumers of Melte Vanana melted banana chips like Melte Vanana melted banana chips with the most preferred attribute, namely taste. Consumer satisfaction of Melte Vanana melted banana chips is in the very satisfied category with a CSI value of 85.41. Consumers are very satisfied with the attributes that exist in Melte Vanana's melted banana chips. The condition of consumer loyalty for Melte Vanana melted banana chips is quite good, because it is in the shape of an inverted pyramid with the composition of the number of consumers at a proportional level. The number of switcher buyers is 42 percent, the number of habitual buyers is 36 percent, the number of satisfied buyers is 86 percent, the number of liking the brand is 90 percent, and the number of committed buyers is 86 percent.

Key words: *Attitude, Banana Chips, Customer Behavior, Loyalty, Satisfaction.*

ABSTRAK

SIKAP, KEPUASAN DAN LOYALITAS KONSUMEN TERHADAP PEMBELIAN PRODUK KERIPIK PISANG LUMER DI CV VANANA JAYA SINERGI KOTA BANDAR LAMPUNG

Oleh

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Penelitian ini bertujuan untuk mengetahui sikap, kepuasan, dan loyalitas konsumen terhadap pembelian keripik pisang lumer Melte Vanana di CV Vanana Jaya Sinergi. Tempat penelitian ini di Jalan Bumi Manti 2 Nomor 18, LK II, Desa Kampung Baru, Kecamatan Labuhan Ratu, Kota Bandar Lampung dipilih secara *purposive*. Jumlah responden penelitian ini adalah 50 orang yang dipilih dengan metode *non-probability sampling*. Data penelitian dianalisis secara deskriptif kualitatif dengan Model Multiatribut Fishbein, *Consumer Satisfaction Index* (CSI), dan piramida loyalitas. Hasil penelitian diketahui Sikap konsumen terhadap keripik pisang lumer Melte Vanana berada pada katagori baik. Konsumen keripik pisang lumer Melte Vanana menyukai keripik pisang lumer Melte Vanana dengan atribut yang paling disukai yaitu rasa. Kepuasan konsumen keripik pisang lumer Melte Vanana berada pada kategori sangat puas dengan nilai CSI sebesar 85,41. Konsumen merasa sangat puas dengan atribut yang ada pada keripik pisang lumer Melte Vanana. Kondisi loyalitas konsumen keripik pisang lumer Melte Vanana sudah cukup baik, karena sudah berbentuk piramida terbalik dengan komposisi jumlah konsumen pada tingkatan yang proporsional. Jumlah *switcher buyer* yaitu 42 persen, jumlah *habitual buyer* yaitu 36 persen, jumlah *satisfied buyer* yaitu 86 persen, jumlah *liking the brand* yaitu 90 persen, dan jumlah *committed buyer* yaitu 86 persen.

Kata kunci: kepuasan, keripik pisang, loyalitas konsumen, sikap.