

ABSTRAK

SIKAP, KEPUASAN DAN POLA PEMBELIAN KONSUMEN CAKE BANANA FOSTER DI KOTA BANDAR LAMPUNG

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Penelitian ini bertujuan untuk menganalisis sikap konsumen, kepuasan konsumen dan pola pembelian konsumen cake Banana Foster di Kota Bandar Lampung. Penelitian ini dilakukan di tiga outlet cake Banana Foster yang ada di Kota Bandar Lampung. Metode penelitian yang digunakan dalam penelitian ini adalah metode survei dengan teknik pengambilan sampel *Accidental Sampling*. Responden adalah 58 konsumen cake Banana Foster yang pernah membeli/mengonsumsi cake Banana Foster minimal tiga kali dalam kurun waktu tiga bulan terakhir. Data penelitian dianalisis menggunakan analisis Multiatribut Fisbein, Customer Satisfaction Index (CSI) dan statistik deskriptif. Atribut produk yang digunakan dalam penelitian ini yaitu harga, rasa, varian rasa, tekstur, aroma, kebersihan, kehalalan produk dan tanggal kadaluarsa. Pengumpulan data dilakukan pada bulan November - Desember 2021. Hasil penelitian menunjukkan bahwa konsumen menyukai cake Banana Foster atau memiliki nilai sikap yang baik dengan nilai A_o sebesar 123,12. Banyak konsumen membeli cake Banana Foster karena rasa. Nilai Customer Satisfaction Index (CSI) konsumen cake Banana Foster pada kategori puas dengan nilai mencapai 77,17 persen. Jumlah tertinggi cake Banana Foster yang dibeli adalah rasa black premium. Jumlah rata-rata yang dibeli adalah 1,24 kotak per rumah tangga per tiga bulan dan frekuensi rata-rata adalah dua kali per tiga bulan.

Kata kunci: cake, sikap konsumen, kepuasan konsumen, pola pembelian

ABSTRACT

ATTITUDE, SATISFACTION AND CONSUMER PURCHASE PATTERNS OF BANANA FOSTER CAKE IN BANDAR LAMPUNG CITY

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This study aims to analyze the attitude, satisfaction and consumer purchase patterns of Banana Foster cake in Bandar Lampung City. This research was conducted at outlets of Lampung Banana Foster in Bandar Lampung City. The research method is a survey with accidental sampling technique. Respondents were 58 Banana Foster cake consumers who had bought and consumed Banana Foster cake at least once in the last three month. The research data are analyzed using Fishbein Multi-attribute analysis, Customers satisfaction Index (CSI) and descriptive statistics analysis. The attributes used in this study are taste, price, flavor variants, texture, scent, cleanliness, halal's label and expired date. Data collection was conducted in November - December 2021. The results showed that the consumers liked Banana Foster cake or had a good attitude with an Ao value is 123,12. Consumers bought cake at Banana Foster mostly because of the taste. Customer Satisfaction Index (CSI) in consuming Banana Foster cake is in the satisfied criteria, which is equal to 77,17 percent. The highest amount of Banana Foster's cake purchased was black premium flavor, the average number purchased was 1,24 pieces per household per three month, and the average frequency of consumer purchase was two times for three month.

Key words: cakes, consumer attitude, customer satisfaction, purchasing patterns