

ABSTRACT

ANALYSIS OF CONSUMER ATTITUDES TO DIMSUM MORESTO'S PRODUCT ATTRIBUTES IN BANDAR LAMPUNG CITY, LAMPUNG

By

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Dimsum Moresto is a restaurant that provides dimsum products which is currently very well known among the public, especially in Bandar Lampung. Indonesian people's preference for dimsum can be known through consumer assessments of product attributes owned by the dimsum products. This study aims to determine consumer attitudes towards Dimsum Moresto products, as long as to find out the most important attributes and the attributes performance of Dimsum Moresto products. This research was conducted using the fishbein method to assess consumer attitudes towards product attributes and the Importance Performance Analysis (IPA) method to determine the most important attributes and the performance of these attributes. The attributes used in this research were taste, texture, variant, aroma, color, portion, price, and promotion. The taste attribute had an attitude value of 20.70 which is considered very positive by consumers. The attributes of texture, variant, aroma, color, portion, and price had an attitude value of 15.4 to 20.2 which is considered positive by consumers. Promotion attribute had an attitude value of 14.95 which is considered neutral by consumers. Price and promotion attributes are included in the main priority quadrant because the consumer considered these attributes are important in dimsum purchasing decisions but their performance has not met consumer expectations, so they need to be developed in order to increase the sales.

Keywords: dimsum, consumer attitudes, fishbein, importance performance analysis

ABSTRAK

ANALISIS SIKAP KONSUMEN TERHADAP ATRIBUT PRODUK DIMSUM MORESTO DI KOTA BANDAR LAMPUNG, LAMPUNG

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Dimsum Moresto merupakan restoran penyedia produk olahan dimsum yang saat ini sangat dikenal dikalangan masyarakat, terutama masyarakat Bandar Lampung. Kesukaan masyarakat Indonesia terhadap dimsum dapat diketahui melalui penilaian konsumen terhadap atribut-atribut produk yang dimiliki oleh produk dimsum. Penelitian ini bertujuan untuk mengetahui sikap konsumen terhadap produk Dimsum Moresto, serta mengetahui atribut terpenting dan kinerja atribut produk Dimsum Moresto agar dapat dikembangkan. Penelitian ini dilakukan menggunakan metode fishbein untuk menilai sikap konsumen terhadap atribut produk dan metode *Importance Performance Analysis* (IPA) untuk mengetahui atribut terpenting dan kinerja atribut tersebut. Atribut yang digunakan berupa rasa, tekstur, varian, aroma, warna, porsi, harga, dan promosi. Atribut rasa memperoleh nilai sikap sebesar 20,70 yang dinilai sangat positif oleh konsumen. Atribut tekstur, varian, aroma, warna, porsi, dan harga memperoleh nilai sikap 15,4 hingga 20,2 yang dinilai positif oleh konsumen. Atribut promosi memperoleh nilai sikap sebesar 14,95 yang dinilai netral oleh konsumen. Atribut harga dan promosi termasuk ke dalam kuadran prioritas utama dikarenakan menurut penilaian konsumen atribut tersebut dianggap penting dalam keputusan pembelian dimsum tetapi kinerjanya belum memenuhi harapan konsumen, sehingga perlu untuk dikembangkan agar dapat meningkatkan penjualan.

Kata kunci: dimsum, fishbein, *importance performance analysis*, sikap konsumen