

## **ABSTRAK**

### **POLA KONSUMSI DAN KEPUASAN KONSUMEN IKAN KALENG PADA TINGKAT RUMAH TANGGA DI PASAR TRADISIONAL BANDAR LAMPUNG**

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Penelitian ini bertujuan untuk menganalisis pola konsumsi dan kepuasan konsumen terhadap ikan kaleng. Penelitian ini dilakukan di tiga pasar tradisional yang ada di Kota Bandar Lampung yaitu Pasar Rajabasa, Pasar Koga, Pasar Way Halim, dan Pasar Tugu. Sampel dalam penelitian ini terdiri dari 40 orang ibu rumah tangga yang mengkonsumsi ikan kaleng. Pengumpulan data penelitian dilakukan pada bulan Juni hingga Agustus 2022. Pola konsumsi ikan kaleng dianalisis menggunakan metode deskriptif kuantitatif, sedangkan kepuasan konsumen ikan kaleng dianalisis menggunakan *Customer Satisfaction Index* (CSI) dan *Importance Performance Analysis* (IPA). Hasil penelitian menunjukkan bahwa pola konsumsi ikan kaleng konsumen di pasar tradisional Kota Bandar Lampung memiliki frekuensi konsumsi 2 kali/bulan dengan jumlah konsumsi sebanyak 2 kaleng/bulan. Merek ikan kaleng yang paling banyak dikonsumsi adalah merek ABC. Konsumen lebih menyukai ukuran ikan kaleng yang besar dan jenis ikan yang paling disukai adalah ikan sarden. Konsumen ikan kaleng di pasar tradisional di Kota Bandar Lampung merasa sangat puas dengan produk ikan kaleng, dengan tingkat kepuasan 82,8 persen. Atribut penting yang menjadi prioritas utama adalah ukuran, rasa, tanggal kadaluarsa, dan sertifikat halal, sedangkan atribut yang menjadi prioritas perbaikan adalah jumlah ikan per kaleng dan harga, serta atribut yang perlu dikurangi (karena dianggap konsumen berlebih) adalah merek dan aroma.

Kata kunci: ikan kaleng, kepuasan, pola konsumsi

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### **CONSUMPTION PATTERN AND CONSUMER SATISFACTION OF CANNED FISH AT THE HOUSEHOLD LEVEL IN THE BANDAR LAMPUNG TRADITIONAL MARKET**

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This study aims to analyze consumption patterns and consumer satisfaction with canned fish. This research was conducted at three traditional markets in Bandar Lampung City, namely Rajabasa Market, Koga Market, Way Halim Market, and Tugu Market. The sample in this study consisted of 40 housewives who consumed canned fish. Research data collection was carried out from June to August 2022. Canned fish consumption patterns were analyzed using a quantitative descriptive method, while canned fish consumer satisfaction was analyzed using the Consumer Satisfaction Index (CSI) and Importance Performance Analysis (IPA). The results showed that the consumer's consumption pattern of canned fish in traditional markets in Bandar Lampung City had a consumption frequency of 2 times/month with a total consumption of 2 cans/month. The most widely consumed canned fish brand was the ABC brand. Consumers prefer the large size of canned fish and the most preferred type of fish was sardines. Consumers of canned fish in traditional markets in Bandar Lampung City were very satisfied with canned fish products, with a satisfaction level of 82.8 percent. The important attributes that were the top priority were size, taste, expiry date, and halal certificates, while the attributes that were a priority for improvement were the number of fish per can and price, and the attributes that need to be reduced (because they were considered excess by consumers) were brand and aroma.

**Keywords:** canned fish, satisfaction, consumption patterns