

ABSTRACT

MARKETING, ATTITUDE AND CONSUMER LOYALTY ON FRIED CHICKEN OF SAMBAL LADAS THROUGH E-COMMERCE

By

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This study aimed to identify the type of e-commerce used and analyze attitudes, the performance of e-services attributes and the level of customer loyalty on the marketing of fried chicken of Sambal Ladas (FCSL) products by e-commerce. The research was conducted by a survey method at the outlet of the FCSL business centre. The number of samples were 75 consumers who were determined by purposive and quota sampling techniques. The research data was collected in December 2022 – January 2023 and analyzed by descriptive analysis, Fishbein Multiattribute model, Importance Performance Analysis (IPA) and loyalty pyramid. The results showed that the social media or e-commerce that was most often used to access information was Instagram because the information was up to date and the information was clear; while the e-commerce that was most often used on purchases was GoFood because the promotions was more attractive than others. The value of consumer attitude obtained was 348,413 which mean that the consumer attitude was positive and was in like criteria. The results of calculating the performance of the e-services attributes showed that the attributes needed to be improved by the producent of FCSL were the display of product menu variants and product photo descriptions. The results of calculating consumer loyalty to FCSL products showed that the committed buyer value (78,667%) was greater than the switcher buyer value (53,333%).

Keywords: E-commerce, FCSL, Fishbein Multiattribute, IPA, Loyalty Pyramid

ABSTRAK

PEMASARAN, SIKAP DAN LOYALITAS KONSUMEN PRODUK AYAM GORENG SAMBAL LADAS MELALUI *E-COMMERCE*

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Penelitian ini bertujuan untuk mengidentifikasi jenis *e-commerce* yang digunakan serta menganalisis sikap, kinerja atribut *e-services* dan tingkat loyalitas konsumen pada pemasaran produk Ayam Goreng Sambal Ladas (AGSL) melalui *e-commerce*. Penelitian dilakukan menggunakan metode survei di *outlet* pusat usaha Ayam Sambal Ladas. Jumlah sampel sebanyak 75 orang ditentukan melalui teknik *purposive* dan *quota sampling*. Pengumpulan data dilakukan pada bulan Desember 2022 – Januari 2023. Metode analisis data yang digunakan yaitu analisis deskriptif, Model Multiatribut *Fishbein, Importance Performance Analysis* (IPA) dan piramida loyalitas. Hasil penelitian menunjukkan bahwa media sosial atau *e-commerce* yang paling sering digunakan untuk mengakses informasi adalah Instagram karena informasinya selalu *up to date* dan lebih jelas, sedangkan *e-commerce* yang paling banyak digunakan untuk pembelian adalah GoFood karena promosinya yang lebih menarik dibandingkan dengan yang lain. Nilai sikap konsumen yang diperoleh sebesar 348,413 yang berarti sikap konsumen bersifat positif dan berada pada kriteria suka. Hasil perhitungan kinerja atribut *e-services* menunjukkan bahwa atribut yang perlu diperbaiki oleh Ayam Sambal Ladas adalah tampilan varian menu produk dan keterangan foto produk. Hasil perhitungan loyalitas konsumen terhadap produk AGSL menunjukkan bahwa nilai *committed buyer* (78,667%) lebih besar dibandingkan nilai *switcher buyer* (53,333%).

Kata kunci: *E-commerce*, AGSL, Multiatribut *Fishbein*, IPA, Piramida Loyalitas