

ABSTRACT

ATTITUDE, SATISFACTION AND LOYALTY OF YU-ONE MILK FRESH MILK CONSUMERS IN BANDAR LAMPUNG CITY

By

Ayu Aulia Fitri

This research aims to determine the attitudes, purchasing patterns, satisfaction, and loyalty of fresh milk consumers of Yu-One Milk at Jalan Sultan Agung, Way Halim, Kedaton District of Bandar Lampung City. The research method is a survey. The number of respondents in this research are 60 people, selected by non-probability sampling technique, namely accidental sampling. The research data are analyzed by quantitative descriptively using the Fishbein multi-attribute model, Customer Satisfaction Index (CSI) and the loyalty pyramid. Data collection was carried out in October-November 2022. The results showed that the consumers' attitude toward multi-attribute of Yu-One Milk fresh milk was in the good category, in which score was 181.72 and the most favored attribute by consumers was friendliness services. Most of Yu-One Milk consumers (25%) bought fresh milk with chocolate flavor variants. The average frequency of purchasing Yu-One Milk fresh milk was twice per month with a purchase expenditure of IDR 51,883.00/month. The average purchases amount of Yu-One Milk fresh milk was 1,377 ml/month with the purpose of purchasing to eliminate hunger/thirst (46.67%). Yu-One Milk fresh milk consumer satisfaction was in the very satisfied category with a CSI value of 83.61. Yu-One Milk consumer loyalty was quite good in the form of an inverted pyramid. The switcher buyer value was 46.67%, the habitual buyer value was 48.83%, the satisfied buyer value was 90.00%, the liking the brand value was 86.67% and the committed buyer value was 83.33%.

Keywords: attitude, consumer loyalty, fresh milk, purchase pattern, satisfaction

ABSTRAK

SIKAP, KEPUASAN DAN LOYALITAS KONSUMEN SUSU SEGAR YU-ONE MILK DI KOTA BANDAR LAMPUNG

Oleh

Ayu Aulia Fitri

Penelitian ini bertujuan untuk mengetahui sikap, pola pembelian, kepuasan, dan loyalitas konsumen susu segar Yu-One Milk yang berada di Jalan Sultan Agung, Way Halim, Kecamatan Kedaton, Kota Bandar Lampung. Metode dalam penelitian ini adalah metode survei. Jumlah responden penelitian ini adalah 60 orang yang dipilih dengan teknik *non-probability sampling* yaitu *accidental sampling*. Data penelitian dianalisis secara deskriptif kuantitatif menggunakan model multiatribut *Fishbein*, *Customer Satisfaction Index* (CSI), dan piramida loyalitas. Pengumpulan data dilakukan pada bulan Oktober-November 2022. Hasil penelitian menunjukkan sikap konsumen terhadap multiatribut susu segar Yu-One Milk berada pada kategori baik yaitu sebesar 181,72 dengan atribut yang paling disukai oleh konsumen adalah keramahan pelayanan. Sebagian besar konsumen susu segar Yu-One Milk (25%) membeli susu dengan varian rasa coklat. Rata-rata frekuensi pembelian susu segar Yu-One Milk yaitu dua kali per bulan dengan rata-rata pengeluaran sebesar Rp51.883,00/bulan. Rata-rata volume pembelian susu segar Yu-One Milk sebanyak 1.377 ml/bulan dengan tujuan pembelian untuk menghilangkan lapar atau dahaga (46,67%). Kepuasan konsumen susu segar Yu-One Milk berada pada kategori sangat puas dengan nilai CSI sebesar 83,61. Loyalitas konsumen susu segar Yu-One Milk sudah cukup baik berbentuk piramida terbalik. Nilai *switcher buyer* sebesar 46,67%, nilai *habitual buyer* sebesar 48,83%, nilai *satisfied buyer* sebesar 90,00%, nilai *liking the brand* sebesar 86,67% dan nilai *committed buyer* sebesar 83,33%.

Kata kunci: kepuasan, loyalitas konsumen, pola pembelian, sikap, susu segar