

ABSTRACT

ANALYSIS OF CONSUMER ATTITUDES AND MARKETING MIX (4P) PERFORMANCE AT GHANIA'S CAKE HOME INDUSTRY, KEMILING DISTRICT, BANDAR LAMPUNG CITY

By

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The bakery industry is experiencing rapid growth along the increasing demand for practical and quality products, supported by innovation and increased production capacity. Ghania's Cake, located in Kemiling District, Bandar Lampung City, is one of the industry that is interesting to study. This study aims to analyze consumer attitudes as well as the performance and importance of marketing mix attributes on Ghania's Cake products. This study uses two methods, namely the fishbein multi-attribute method to measure consumer attitudes towards marketing mix attributes, and the Importance Performance Analysis (IPA) method to evaluate the performance and importance of these attributes. The attributes analyzed include taste, quality, menu variants, packaging, durability, price, discounts, payment methods, location, place conditions, delivery services, transportation range, attractiveness, discounts on certain events, and advertising media. The results showed that the attribute with the highest attitude value was taste (20.20), while the lowest attitude value was the transportation range attribute (15.67). Analysis of the performance and importance of attributes reveals that the attributes included in quadrant I (top priority) are the condition of the place. Attributes included in quadrant II (maintain achievement) include taste, aroma, quality, menu variants, packaging, durability, and appearance. Attributes included in quadrant III (priority) include taste, aroma, quality, menu variants, packaging, durability, and appearance.

Keywords: Marketing mix, product attributes, fishbein, importance performance analysis, ghania's cake

ABSTRAK

ANALISIS SIKAP KONSUMEN DAN KINERJA BAURAN PEMASARAN (4P) HOME INDUSTRY GHANIA'S CAKE, KECAMATAN KEMILING, KOTA BANDAR LAMPUNG

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Industri *bakery* mengalami pertumbuhan pesat seiring meningkatnya permintaan akan produk yang praktis dan berkualitas. Ghania's Cake, yang berlokasi di Kecamatan Kemiling, Kota Bandar Lampung, salah satu industri yang menarik untuk diteliti. Penelitian ini bertujuan untuk menganalisis sikap konsumen serta kinerja dan kepentingan atribut-atribut bauran pemasaran pada produk Ghania's Cake. Penelitian ini menggunakan dua metode, yaitu metode multiatribut *fishbein* untuk mengukur sikap konsumen terhadap atribut-atribut bauran pemasaran, serta metode *Importance-Performance Analysis* (IPA) untuk mengevaluasi kinerja dan kepentingan atribut tersebut. Atribut yang dianalisis mencakup rasa, kualitas, varian menu, pengemasan, keawetan, harga, potongan harga, metode pembayaran, lokasi, kondisi tempat, jasa pesan antar, jangkauan transportasi, daya tarik, diskon pada acara tertentu, dan media iklan. Hasil penelitian menunjukkan bahwa atribut dengan nilai sikap tertinggi adalah rasa (20,20), sedangkan nilai sikap terendah terdapat pada atribut jangkauan transportasi (15,67). Analisis kinerja dan kepentingan atribut mengungkapkan bahwa atribut yang termasuk dalam kuadran I (prioritas utama) adalah kondisi tempat. Atribut yang termasuk dalam kuadran II (pertahankan prestasi) meliputi rasa, aroma, kualitas, varian menu, pengemasan, keawetan, dan tampilan. Atribut yang masuk dalam kuadran III (prioritas rendah) mencakup potongan harga, metode pembayaran, lokasi, jasa pesan antar, jangkauan transportasi, daya tarik, promosi, dan diskon pada acara tertentu. Atribut yang tergolong dalam kuadran IV (berlebihan) adalah harga, harga relatif murah, dan media iklan.

Kata Kunci: Bauran pemasaran, atribut produk, *fishbein*, *importance performance analysis*, *ghania's cake*