

ABSTRACT

Consumer Behavior in Purchasing Broiler Chicken Meat Online in the New Normal Era of Covid-19

By

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Consumers tend to experience changes in attitudes and satisfaction towards purchasing broiler chicken meat in the new normal era. This research was conducted using a survey method which aims to determine consumer attitudes and levels of satisfaction as well as consumption patterns in purchasing broiler chicken meat by paying attention to what attributes consumers consider before buying broiler chicken meat in the new normal era. The number of samples in this study was 116 respondents. The research data was analyzed conjointly which describes consumer attitudes based on evaluation of various product attributes, Importance Performance Analysis (IPA) to measure attributes that influence consumer satisfaction with purchasing broiler chicken meat as well as descriptive and qualitative analysis to see consumer consumption patterns. Based on conjoint analysis, it shows that consumer attitudes towards broiler chicken meat in the new normal era are in a very good direction with the attribute most liked by household consumers in Bandar Lampung, namely the halal label. The combination of broiler chicken attributes that Bandar Lampung household consumers like is cheap price, not rancid aroma, shiny yellowish red skin color, chewy texture, halal label, and online purchase type. The level of consumer satisfaction based on the consumer satisfaction index for broiler chicken meat is 91.39 percent which is in the very satisfied category. The level of consumer satisfaction with the performance attributes of texture, type of purchase, halal and color of broiler chicken meat is in the range of 4.18-4.28, falling into the very satisfied category. Meanwhile, consumer satisfaction with the performance attributes of price and aroma of broiler chicken meat is in the range of 4.07 and 4.06, which is in the satisfied category. The pattern of consumption of broiler chicken meat in the new normal era in Bandar Lampung City shows that the majority of household consumers consume broiler chicken meat 3 times a week and predominantly buy frozen broiler chicken meat using online purchasing patterns at chicken meat stalls.

Key words: Broiler chicken meat, consumer attitudes, consumer satisfaction

ABSTRAK

Perilaku Konsumen Dalam Pembelian Daging Ayam Broiler Secara Online di Era New Normal Covid-19

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Konsumen cenderung mengalami perubahan sikap dan kepuasan terhadap pembelian daging ayam broiler di era *new normal*. Penelitian ini dilakukan dengan metode survei yang bertujuan untuk mengetahui sikap dan tingkat kepuasan konsumen serta pola konsumsi dalam pembelian daging ayam broiler dengan memperhatikan atribut apa saja yang menjadi pertimbangan konsumen sebelum membeli daging ayam broiler di era *new normal*. Jumlah sampel dalam penelitian ini adalah 116 responden. Data penelitian dianalisis dengan konjoin yang menggambarkan sikap konsumen berdasarkan evaluasi berbagai atribut produk, Importance Performance Analysis (IPA) untuk mengukur atribut yang memengaruhi kepuasan konsumen terhadap pembelian daging ayam broiler serta analisis deskriptif dan kualitatif untuk melihat pola konsumsi dari konsumen. Berdasarkan analisis konjoin menunjukkan bahwa sikap konsumen terhadap daging ayam broiler di era *new normal* mengarah pada hal yang sangat baik dengan atribut yang paling disukai oleh konsumen rumah tangga Bandar Lampung yaitu label halal. Kombinasi atribut ayam broiler yang disukai konsumen rumah tangga Bandar Lampung yaitu harga murah, aroma tidak anyir, warna kulit merah kekuningan mengkilat, tekstur kenyal, ada label halal, dan jenis pembelian secara online. Tingkat kepuasan konsumen berdasarkan indeks kepuasan konsumen terhadap daging ayam broiler sebesar 91,39 persen yang berada pada kategori sangat puas. Tingkat kepuasan konsumen terhadap kinerja atribut tekstur, jenis pembelian, halal dan warna daging ayam broiler berada pada rentang 4,18-4,28 masuk ke dalam kategori sangat puas. Adapun kepuasan konsumen terhadap kinerja atribut harga dan aroma daging ayam broiler berada pada rentang 4,07 dan 4,06 masuk ke dalam kategori puas. Pola konsumsi daging ayam broiler pada era *new normal* di Kota Bandar Lampung menunjukkan bahwa mayoritas konsumen rumah tangga mengonsumsi daging ayam broiler 3 kali dalam seminggu dan dominan membeli daging ayam broiler beku dengan pola pembelian secara online di kios daging ayam.

Kata kunci: Daging ayam broiler, sikap konsumen, kepuasan konsumen