

ABSTRACT

ATTITUDES AND PATTERNS OF BEEF PURCHASE BY HOUSEHOLDS AT LEBAK BUDI MARKET OF BANDAR LAMPUNG CITY

By

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This study aims to examine household consumers' attitudes, beef purchasing patterns, and the influencing factors on beef purchases. The research was conducted by survey method at Pasar Raya Lebak Budi in Bandar Lampung City in which samples were drawn by accidental sampling. The sample consisted of 33 housewives. Data was collected in December 2024 and was analyzed by the Fishbein Multi-Attribute analysis, descriptive analysis, and multiple linear regression analysis. The results of the study showed that respondents were housewives aged 25-50 years with educational backgrounds ranging from junior high school to bachelor's degree, had 3-7 household members and household income ranging from Rp4,000,000.00–Rp7,000,000.00 per month. The beef purchasing pattern among housewives involved buying main cuts of beef. The amount of beef purchased on the last month was 1–2 kg per month, with a purchase frequency of twice per month. The consumer attitude score towards beef attributes by the Fishbein Multi-Attribute Model was 151,19, which falls within the "like" interpretation range of 123.20–161.50. The factors influencing beef purchases by households were the price of beef and the price of chicken eggs.

Keywords: attitudes, beef, household, purchasing patterns

ABSTRAK

SIKAP DAN POLA PEMBELIAN DAGING SAPI OLEH RUMAH TANGGA DI PASAR RAYA LEBAK BUDI KOTA BANDAR LAMPUNG

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Penelitian ini bertujuan untuk mengkaji sikap konsumen rumah tangga, pola pembelian daging sapi, dan faktor determinan pembelian daging sapi. Penelitian dilakukan di Pasar Raya Lebak Budi Kota Bandar Lampung dengan menggunakan metode survei dan pengambilan sampel secara *accidental sampling*. Sampel penelitian sebanyak 33 orang ibu rumah tangga. Pengambilan data dilakukan pada bulan Desember 2024. Data dianalisis dengan analisis multiatribut Fishbein, analisis deskriptif, dan analisis regresi linear berganda. Hasil penelitian menunjukkan bahwa responden adalah ibu rumah tangga berusia 25-50 tahun dengan latar belakang pendidikan mulai SMP-S1, memiliki jumlah anggota rumah tangga 3-7 orang serta pendapatan rumah tangga berkisar antara Rp4.000.000,00–Rp7.000.000,00 per bulan. Pola pembelian daging sapi pada ibu rumah tangga adalah pembelian daging utama sapi. Jumlah pembelian daging sapi dalam sebulan terakhir sebanyak 1–2 kg per bulan dan frekuensi pembelian sebanyak dua kali per bulan. Skor sikap konsumen terhadap atribut daging sapi menggunakan model multiatribut Fishbein sebesar 151,19, termasuk dalam kategori suka pada rentang skala 123,20-161,50. Faktor determinan pembelian daging sapi oleh rumah tangga adalah harga daging sapi dan harga telur ayam.

Kata kunci: daging sapi, pola pembelian, rumah tangga, sikap konsumen