

ABSTRACT

ANALYSIS OF CONSUMER ATTITUDE, SATISFACTION AND LOYALTY ON ICE KOPI MILK AGRIIKU AGRIBUSINESS DEPARTMENT FACULTY OF AGRICULTURE UNIVERSITY OF LAMPUNG

By

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This study aims to analyze consumer attitudes, satisfaction levels, and loyalty toward the purchase of Agriiku Ice Coffee Milk at the MUSK Lab, Department of Agribusiness, Faculty of Agriculture, University of Lampung. The research method used in this study was a survey at the Agriiku MUSK Lab using a questionnaire. Data collection was conducted from April to May 2025 with 60 respondents. The analysis methods used were descriptive analysis, Fishbein's multi-attribute method, Customer Satisfaction Index (CSI), and loyalty pyramid. The results showed that the main reason consumers bought Agriiku Ice Coffee Milk was price, followed by ease of obtaining the product. The overall score for consumer attitudes toward Agriiku Ice Coffee Milk was in the good category, at 126.49. The price attribute received the highest score, at 16.12, followed by the taste quality attribute, at 15.42. The level of consumer satisfaction with Agriiku Ice Coffee Milk products was 81.46%, indicating high satisfaction, with the highest score for the taste attribute. The level of consumer loyalty to Agriiku's Ice Coffee Milk, based on the loyalty pyramid analysis test, is in the satisfied buyer category at 56.67%, followed by switcher buyers at 58.33%, habitual buyers at 38.33%, liking the brand at 71.67%, and committed buyers at 23.33%.

Keywords: Coffee Shop, satisfaction, loyalty, attitude.

ABSTRAK

ANALISIS SIKAP, KEPUASAN DAN LOYALITAS KONSUMEN PADA *ICE COFFEE MILK* AGRIIKU JURUSAN AGRIBISNIS FAKULTAS PERTANIAN UNIVERSITAS LAMPUNG

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Penelitian ini bertujuan untuk menganalisis sikap, tingkat kepuasan, dan loyalitas konsumen terhadap pembelian minuman *Ice Coffee Milk* Agriiku di Lab. MUSK Jurusan Agribisnis Fakultas Pertanian Universitas Lampung. Metode penelitian yang digunakan dalam penelitian ini metode survei pada Agriiku Lab MUSK menggunakan kuesioner. Pengumpulan data dilakukan pada bulan April hingga Mei 2025 dengan responden sebanyak 60 orang. Metode analisis yang digunakan adalah metode analisis deskriptif, multiatribut *Fishbein*, *Customer Satisfaction Index* (CSI), dan piramida loyalitas. Hasil penelitian menunjukkan bahwa alasan utama konsumen membeli *Ice Coffee Milk* Agriiku adalah harga, diikuti dengan kemudahan memperoleh produk. Skor keseluruhan sikap konsumen *Ice Coffee Milk* Agriiku berada pada kategori baik yaitu 126,49. Atribut harga memperoleh skor tertinggi yaitu sebesar 16,12, diikuti oleh atribut kualitas rasa sebesar 15,42. Tingkat kepuasan konsumen terhadap produk *Ice Coffee Milk* di Agriiku memperoleh nilai sebesar 81,46% yaitu sangat puas dengan atribut skor tertinggi adalah rasa. Tingkat loyalitas konsumen *Ice Coffee Milk* Agriiku berdasarkan uji analisis piramida loyalitas berada pada kategori *satisfied buyer* yaitu sebesar 56,67%, diikuti dengan *switcher buyer* sebesar 58,33%, *habitual buyer* sebesar 38,33%, *liking the brand* sebesar 71,67%, dan *committed buyer* sebesar 23,33%.

Kata kunci: *Coffee Shop*, kepuasan, loyalitas, sikap.