

ANALISIS PERSEPSI KONSUMEN TERHADAP BUAH DI METRO FRESH FRUIT CENTER PADANG

Abstrak

Penelitian bertujuan untuk mengidentifikasi karakteristik konsumen dan proses keputusan pembelian buah serta mengukur persepsi konsumen terhadap buah di *Metro Fresh Fruit Center* Padang. Metode yang digunakan adalah metode survey dengan Importance Performance Analysis (IPA). Karakteristik konsumen di *Metro Fresh Fruit Center* adalah berjenis kelamin perempuan, berusia 36-45 tahun, mempunyai pendidikan terakhir SMA, mempunyai pekerjaan sebagai pegawai swasta, serta mempunyai pendapatan per bulan Rp 2.500.000 – Rp 5.000.000. Dalam proses keputusan pembelian, konsumen mempunyai alasan membeli buah karena membutuhkan buah yang berkualitas, mencari manfaat buah untuk memenuhi kebutuhan vitamin dan gizi, menganggap penting mengonsumsi buah dalam kehidupan sehari-hari. Sumber informasi konsumen mengenai buah dan sumber yang paling mempengaruhi keputusan pembelian adalah keluarga. Konsumen sangat mempertimbangkan atribut penampilan buah sebelum melakukan keputusan pembelian. Konsumen melakukan pembelian buah tergantung situasi, melakukan pembelian buah sebanyak 3x dalam sebulan, membeli buah dalam skala besar yaitu > 5 kg. Konsumen merasa puas setelah mengonsumsi dan membeli buah di *Metro Fresh Fruit Center*, konsumen berkeinginan untuk melakukan pembelian ulang dan konsumen juga merekomendasikan buah di *Metro Fresh Fruit Center*. Atribut buah di *Metro Fresh Fruit Center* secara keseluruhan dipersepsikan baik dan harus dipertahankan oleh produsen karena mempengaruhi konsumen, diantaranya adalah atribut kesegaran buah, kebersihan buah, harga buah, ketersediaan buah, pelayanan toko, citra produsen buah dan warna kulit buah. Disarankan kepada *Metro Fresh Fruit Center* untuk memperhatikan kondisi buah dan toko agar dapat mempertahankan pelanggan dan meningkatkan pendapatannya serta meminimalisir biaya yang berlebihan.

Kata kunci: *buah, proses keputusan pembelian, persepsi konsumen*

ANALYSIS OF CONSUMERS' PERCEPTION OF FRUIT IN METRO FRESH FRUITS CENTER PADANG

ABSTRACT

The research aimed to identify consumers' characteristics and the decision process of purchasing fruits and measuring consumers' perceptions of fruit in Metro Fresh Fruit Center Padang. The method used in this study was survey method with Importance Performance Analysis (IPA). Characteristics of consumers in Metro Fresh Fruit Center were female, aged between 36 to 45 years, had an education past senior high school, had a job as private employees, and had a monthly income between IDR 2,500,000 to IDR 5,000,000. In term of purchasing decisions process consumers had a reason to buy the fruits because they required a good quality fruits, they looked for the benefits of fruits for vitamins and nutrients, they considered it was important to consume fruit in daily lives. Family was the sources of information about fruits and influences on purchasing decisions to consumers. Fruits' appearance attributes was the main consumers' consideration before making a purchasing decision. Consumers purchased the fruit depending on the situation, purchased fruits 3 times a month, bought fruits in the scale of more than 5 kg. Consumers feel satisfied after eating and buying fruit at Metro Fresh Fruit Center, consumers were willing to re-purchase and consumers would also recommend the fruit in Metro Fresh Fruit Center. As a whole, attributes of fruit in Metro Fresh Fruit Center was perceived as good and should be maintained by the producers because it affected consumers namely; freshness, cleanliness, price, availability, image of producers and skin color of fruits, and services. It was suggested to Metro Fresh Fruit Center to observe the condition of the fruits and store in order to retain customers and to increase sales while minimizing excessive costs.

Keywords: *fruit, purchasing decision process, consumers' perception*