#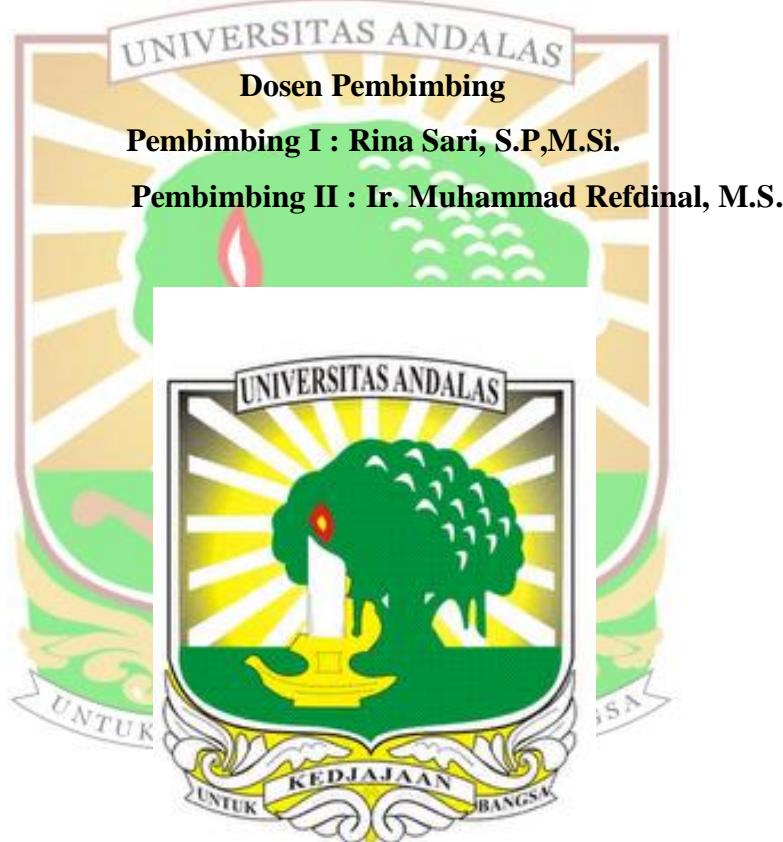 HUBUNGAN GAYA HIDUP DAN PERSEPSI RISIKO DENGAN PERILAKU KONSUMSI KOPI INSTAN PADA MAHASISWA FAKULTAS PERTANIAN UNIVERSITAS ANDALAS

SKRIPSI

OLEH

NURUL KALIDAZIA

1510222024

Dosen Pembimbing

Pembimbing I : Rina Sari, S.P,M.Si.

Pembimbing II : Ir. Muhammad Refdinal, M.S.

FAKULTAS PERTANIAN

UNIVERSITAS ANADALAS

PADANG

2019

HUBUNGAN GAYA HIDUP DAN PERSEPSI RISIKO DENGAN PERILAKU KONSUMSI KOPI INSTAN PADA MAHASISWA FAKULTAS PERTANIAN UNIVERSITAS ANDALAS

ABSTRAK

Penelitian ini bertujuan untuk menganalisis hubungan gaya hidup dan persepsi risiko dengan perilaku konsumsi kopi instan pada mahasiswa Fakultas Pertanian Univeritas Andalas. Dalam penelitian ini terdapat 68 sampel dan analisis statistik yang digunakan antara lain analisis deskriptif, *K-mean Cluster*, dan *uji chi-square*. Gaya hidup pada penelitian ini dibagi jadi 6 kategori, yaitu *fulfilled, believers, achievers, strivers,experiencers dan makers*. Persepsi risiko juga dibagi menjadi 6 yaitu persepsi risiko terhadap fungsi, risiko keuangan, risiko sosial, risiko fisik, risiko psikologis dan risiko waktu. Berdasarkan hasil penelitian karakteristik responden yang terbanyak dengan jenis kelamin laki-laki berumur 21 tahun dan uang saku sebesar 700.000 – 1.400.000. Berdasarkan hasil identifikasi gaya hidup yang terbanyak adalah gaya hidup *believers* yakni mahasiswa yang sering berkumpul bersama teman-teman dan meminum kopi untuk menambah energi serta *achievers* sebanyak 22 orang yakni mahasiswa yang tertarik dengan produk-produk mahal dan produk baru. Hasil identifikasi persepsi risiko didapatkan bahwa responden memiliki persepsi bahwa mengonsumsi kopi instan cukup beresiko bagi mereka. Hasil analisis hubungan gaya hidup dan persepsi risiko memiliki hubungan yang signifikan dengan jumlah dan frekuensi responden dalam perilaku mengonsumsi kopi instan.

Kata Kunci : *Gaya hidup, persepsi risiko, perilaku konsumsi, kopi instan*

RELATIONSHIP OF LIFESTYLE AND RISK PERCEPTION ON THE BEHAVIOR OF INSTANT COFFEE CONSUMPTION OF AGRICULTURALCOLLEGE AT ANDALAS UNIVERSITY

ABSTRACT

The aims of this research is to analyze the relationship of lifestyle and risk perception on the behavior of instant coffee consumption of AgriculturalcollegeatAndalas University. There are 68 samples. This Research use statistical analysiswhich are descriptive analysis, *K-mean Cluster,* and *chi-square test.*The lifestyle is divided into 6 categories which are *fulfilled, believers, achievers, strivers, experiencers and makers*.Risk perception is also divided into 6 categories which are risk perceptions of function, financial risk, social risk, physical risk, psychological risk and time risk.The results showed the highest of the respondent's characteristics were male, 21 years old and allowance around RP. 700.000-1.400.000. The results showed the highest of lifestyle's identification were the lifestyle of believers, the students who often gather with friends and drink coffee to improve the energy, and achievers around 22 people, the students who are interested in expensive products and new products. The results of identification of risk perceptions found that respondents have the perception that consuming instant coffee is quite risky for them. The results of the relationshipanalysis of lifestyle and risk perception have a significant relationship with the number and frequency of respondents in the behavior of consuming instant coffee.The results of the identification of risk perceptions found that respondents have the perception that consuming instant coffee is quite risky for them. The results of the analysis the relationship of lifestyle and risk perception have a significant relationship with the number and frequency of respondents in the behavior of consuming instant coffee.

Keywords: *Lifestyle, risk perception, consumption behavior, instant coffee*