

**ALASAN PERILAKU KONSUMEN MENGGUNAKAN
FITUR DAPUR *KOMBI* PADA APLIKASI *KOMBIKU*
KOTA PADANG PANJANG**

SKRIPSI

**Tugas Untuk Mencapai Gelar Sarjana Ilmu Sosial
pada Fakultas Ilmu Sosial dan Ilmu Politik
Universitas Andalas**



**DEPARTEMEN SOSIOLOGI
FAKULTAS ILMU SOSIAL DAN ILMU POLITIK
UNIVERSITAS ANDALAS
PADANG 2024**

ABSTRACT

Kombiku is a local-based online application in Padang Panjang city that is engaged in transportation and provides many features and services in it, one of which is the kombi kitchen feature. The general purpose of this study is to describe the reasons for consumer behavior using kitchen combi features. The specific purpose of this study is to describe the reasons for consumer behavior using the kitchen combi feature and constraints on consumer behavior using the kitchen combi feature in the kombiku application.

This study uses data collection techniques using in-depth interviews and observations with the determination of informants based on key informants. This study uses the rational choice theory of James S. Coleman on how individuals make decisions by considering rational choices to maximize consumers' personal benefits in using kombi kitchen features on the kombiku application. This study uses a qualitative approach with descriptive type.

Based on the results of this study, it was found that the reasons for consumer behavior using the kombi kitchen feature in the Padang Panjang city kombiku application are the value of time and energy in the context of Household Economics, the perception of price and cost of services, the inconvenience of shopping in traditional markets. As well as consumer behavior, namely changes in shopping behavior and household time management, the impact on menu planning and inventory management, and patterns of Use and integration of Combi kitchen features in shopping routines.

Keywords : Reason, Behavior, Consumer, Kombiku, Kombi Kitchen

