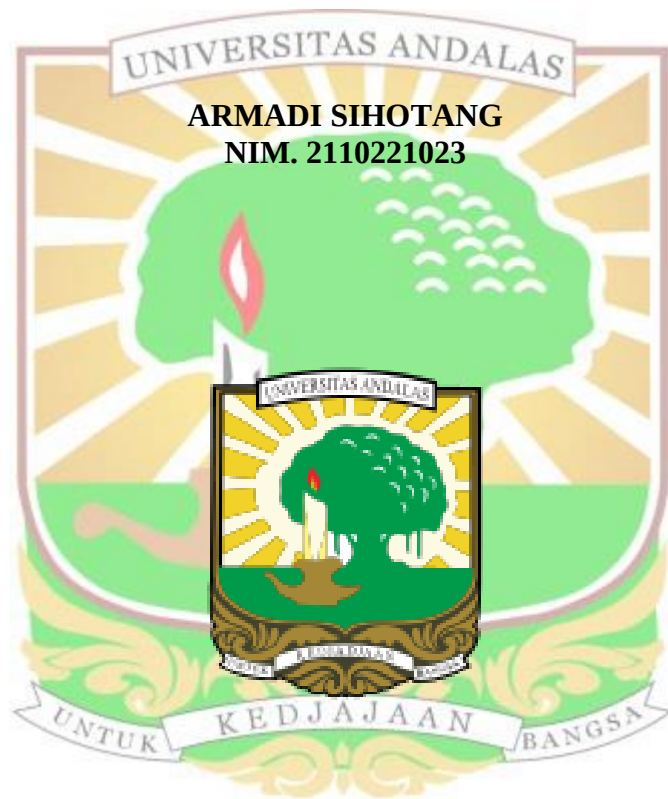


**ANALISIS TINGKAT KEPUASAN KONSUMEN PADA UBI
BAKAR CILEMBU**
**(Studi kasus Agroindustri Ubi Bakar Madu Asli Cilembu Khas
Bandung Di Kota Padang)**

SKRIPSI

OLEH :



**FAKULTAS PERTANIAN
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2025**

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ABSTRAK

Agroindustri ubi bakar madu asli cilembu khas Bandung di Kota Padang mengalami fluktuasi penjualan, naik turunnya jumlah konsumen serta adanya keluhan konsumen terhadap beberapa aspek produk. Penelitian ini bertujuan untuk menganalisis karakteristik konsumen ubi bakar cilembu dan menganalisis tingkat kepuasan konsumen terhadap produk ubi bakar cilembu dari agroindustri ubi bakar madu asli cilembu khas Bandung di Kota Padang. Penelitian ini dilakukan di agroindustri ubi bakar madu asli cilembu khas Bandung di Kota Padang yang dilaksanakan dari tgl 23 Desember sampai 23 Januari 2025. Penelitian ini dilakukan dengan metode survei terhadap 60 responden yang ditentukan secara *accidental sampling* dari dua cabang usaha. Penelitian ini menggunakan pendekatan analisis deskriptif kuantitatif dengan metode *Importance Performance Analysis* (IPA) dan metode *Customer Satisfaction Index* (CSI). Hasil penelitian yang diperoleh menunjukkan bahwa karakteristik konsumen ubi bakar cilembu adalah perempuan dengan usia 19-24 tahun, memiliki jumlah anggota keluarga 4-5 orang, bekerja sebagai pelajar/mahasiswa, pendidikan terakhir SMA dan memiliki pendapatan perbulan Rp. 500.000-Rp. 1.000.000. Berdasarkan analisis IPA, atribut yang dinilai sudah baik sesuai harapan konsumen yaitu cita rasa produk, tekstur produk, kesesuaian harga dengan manfaat, kesesuaian harga dengan kualitas produk. Sementara itu atribut yang perlu diperbaiki mencakup kemasan produk, daya tahan produk, keterjangkauan harga, lokasi penjualan, kebersihan dan kenyamanan tempat. Berdasarkan nilai CSI sebesar 78,82% menunjukkan bahwa konsumen berada dalam kategori puas terhadap ubi bakar cilembu. Oleh karena itu, pemilik usaha diharapkan memperbaiki atribut tersebut dengan meningkatkan kualitas kemasan dan label, memberikan petunjuk penyimpanan, menawarkan variasi harga, memperbesar papan nama, serta menata ulang area penjualan agar lebih nyaman.

Kata kunci: Agroindustri, Ubi bakar cilembu, Kepuasan konsumen

**ANALYSIS OF CONSUMER SATISFACTION LEVEL TOWARD
ROASTED CILEMBU SWEET POTATO (Case Study of the
Agroindustry "Ubi Bakar Madu Asli Cilembu Khas Bandung" in
Padang City)**

ABSTRACT

Ubi Bakar Madu Asli Cilembu Khas Bandung, located in the city of Padang, has experienced fluctuations in sales, inconsistent consumer turnout, and several customer complaints regarding certain aspects of the product. This study aims to analyze the characteristics of Cilembu roasted sweet potato consumers and assess the level of consumer satisfaction with Cilembu roasted sweet potato in Padang City. This research was conducted at Ubi Bakar Madu Asli Cilembu Khas Bandung, which took place from December 23 to January 23, 2025. This research employed a survey method to collect data from 60 respondents selected through accidental sampling from two business branches. This research used a quantitative descriptive analysis approach, utilizing the Importance-Performance Analysis (IPA) method and the Customer Satisfaction Index (CSI) method. The research found that the characteristics of Cilembu roasted sweet potato consumers are women aged over 19 years old, have a family of 4-5 people, work as students, have a high school education, and have a monthly income of Rp. 500,000-Rp. 1,000,000. Based on IPA analysis, attributes considered good and important by consumers include product flavour, product texture, price compatibility with benefits, and price compatibility with product quality. Meanwhile, attributes that need improvement include product packaging, product durability, affordability, sales location, and the cleanliness and comfort of the venue. The CSI value of 78.82% indicates that consumers are generally satisfied with ubi bakar Cilembu, although improvements are still needed in several key attributes to meet consumer expectations better. Therefore, it is expected that the business owner will improve these attributes by enhancing the quality of packaging and labelling, providing clear storage instructions, offering price variations, enlarging the signage, and reorganizing the sales area to create a more comfortable environment.

Keywords: Agroindustry, Consumer Satisfaction, Cilembu roasted sweet potato