ANALISIS SIKAP MAHASISWA FAKULTAS PERTANIAN UNIVERSITAS ANDALAS TERHADAP KONSUMSI MINUMAN COKELAT DI KOTA PADANG

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ABSTRAK

Penelitian ini bertujuan mendeskripsikan proses pengambilan keputusan Mahasiswa Fakultas Pertanian Universitas Andalas terhadap minuman cokelat di Kota Padang dan menganalisis sikap Mahasiswa Fakultas Pertanian Universitas Andalas terhadap minuman Chocolate Changer dan BanBan. Metode yang digunakan ialah metode survey. Konsumen yang dijadikan responden ditentukan secara Purposive sampling dengan jumlah responden sebanyak 95 orang. Penelitian ini menggunakan analisis deskriptif untuk mendeskripsikan karakteristik umum konsumen dan tahap pengambilan keputusan konsumen minuman cokelat serta menggunakan analisis multiatribut fishbein untuk mengukur sikap konsumen. Hasil yang didapatkan adalah responden lebih menyukai kinerja atribut minuman cokelat Chocolate Changer yang memiliki nilai sikap keseluruhan sebesar 118,84 point, sedangkan minuman cokelat BanBan sebesar 104,22 point. Atribut minuman cokelat Chocolate Changer yang dianggap baik (positif) oleh konsumen adalah atribut rasa, nama merek, nilai gizi, promosi, kemasan, dan lokasi. Sedangkan pada minuman cokelat BanBan atribut yang dianggap baik (positif) adalah rasa, kemasan dan lokasi. Berdasarkan penelitian yang telah dilakukan saran yang dapat diberikan adalah produsen dan pemasar disarankan agar meningkatkan kualitas produk yang sangat dipertimbangkan oleh konsumen.

Kata Kunci : Minuman Cokelat, Multriatribut Fishbein, Sikap Konsumen
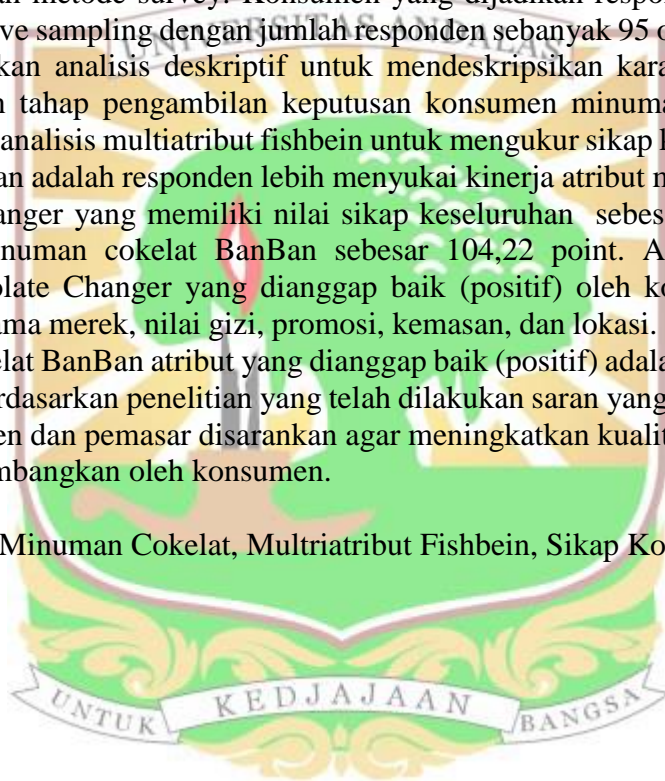
ANALYSIS OF THE ATTITUDE OF STUDENTS FACULTY AGRICULTURE UNIVERSITY ANDALAS ABOUT CONSUMPTION OF DRINKS CHOCOLATE IN PADANG

ABSTRACT

This study aims describe the decision making process Students Faculty Agriculture University Andalas againts drinks chocolate in the field and analyzing the attitude of the Students Faculty Agriculture University Andalas against drinks Chocolate Changer and BanBan. The method used is a survey method. Consumers who made the respondents determined by purposive sampling with the number of respondents as much as 95 people. This study uses descriptive analysis to describe the general characteristics of consumers and the stage of consumer decision making for chocolate drinks and uses fishbein multi-attribute analysis to measure consumer attitudes. The results obtained are respondents prefer the attribute performance of Chocolate Changer chocolate drink which has an overall attitude value of 118.84 points, while BanBan chocolate drink is 104.22 points. The attributes of Chocolate Changer drinks that are considered good (positive) by consumers are the attributes of taste, brand name, nutritional value, promotion, packaging, and location. Meanwhile, the attributes that are considered good (positive) are taste, packaging and location for the BanBan chocolate drink. Based on the research that has been done, the suggestions that can be given are that producers and marketers are advised to improve the quality of the products which are highly considered by consumers.

Keyword : Chocolate Drinks, Multiatribut Fishbein, Consumers Attitude