

ABSTRACT

CONSUMER ATTITUDES TOWARD CITA RASA HONEY PINEAPPLE CANDIED FRUIT PRODUCT IN PEMALANG REGENCY. 2019. MUFTI EKA KARTIKA (Supervised by Dr. Aris Slamet Widodo, S.P, M.Sc and Dr. Susanawati, S.P, M.P). This study aims to determine the consumer characteristic of Cita Rasa honey pineapple candied fruit product, to measure the consumer attitude towards Cita Rasa honey pineapple candied fruit product and to analyze the relationship between the consumer characteristic and the consumer attitudes Cita Rasa honey pineapple candied fruit product. Respondents in this study were taken by accidental sampling technique consisting of 100 consumers. The analytical method used in this study was the descriptive analysis to determine the consumer characteristic and the Fishbein multi-attribute analysis model to measure consumer attitudes. Meanwhile, to analyze the relationship between characteristics and attitudes of the consumer uses the Spearman rank analysis. The results show that the most of consumers were female, aged around 25-33 years old, completed their last education at the level of Senior High School, a family consisting of 3-4 family members with income levels below Rp. 1,500,000 and most consumers came from Pemalang Regency. Based on the fishbein analysis, consumer attitudes towards Cita Rasa honey pineapple candied fruit products are considered good with a total score is 140,26. There is a relationship between age, education, income, and family member with consumer attitudes even though the strength of the relationship is very weak.

Keywords : Honey Pineapple candied, Fishbein, Consumer attitude

INTISARI

SIKAP KONSUMEN TERHADAP PRODUK MANISAN NANAS MADU CITA RASA DI KABUPATEN PEMALANG. 2019. MUFTI EKA KARTIKA (Skripsi dibimbing oleh Dr. Aris Slamet Widodo, S.P, M.Sc dan Dr. Susanawati, S.P, M.P). Penelitian ini bertujuan untuk mengetahui karakteristik konsumen produk manisan nanas madu Cita Rasa, sikap konsumen terhadap produk manisan nanas madu Cita Rasa, dan hubungan karakteristik konsumen dengan sikap konsumen produk manisan nanas madu di Kabupaten Pemalang. Responden dalam penelitian diambil dengan teknik *accidental sampling* sebanyak 100 orang. Teknik analisis yang digunakan untuk mengetahui karakteristik konsumen adalah analisis deskriptif, untuk mengukur sikap konsumen menggunakan model analisis multitribut Fishbein, sedangkan untuk menganalisis hubungan karakteristik dan sikap konsumen menggunakan analisis rank spearman. Hasil penelitian menunjukkan bahwa mayoritas konsumen produk manisan nanas madu Cita Rasa berjenis kelamin perempuan, rentang usia 25-33 tahun, memiliki tingkat pendidikan terakhir SMA/Sederajat, memiliki anggota keluarga 3-4 orang dengan tingkat pendapatan dibawah Rp. 1.500.000 dan sebagian besar konsumen berasal dari Kabupaten Pemalang. Berdasarkan analisis fishbein, sikap konsumen terhadap produk manisan nanas madu Cita Rasa memperoleh skor sebesar 140,26 masuk dalam kategori baik. Terdapat hubungan antara usia, pendidikan, pendapatan dan jumlah anggota keluarga konsumen dengan sikap konsumen meskipun kekuatan hubungan lemah sekali.

Kata kunci : Manisan nanas madu, fishbein, sikap konsumen