

ABSTRACT

THE CONSUMER MOTIVATION TO CONSUME MEATBALLS (The case of the student behavior as meatball consumer at the Agriculture Faculty of UMY) Danny Sasmita (Thesis guided by Susanawati and Siti Yusi Rusimah). The study that aimed to describe the motivation of students in purchasing meatballs and their buying behavior held at the Faculty of Agriculture UMY. A hundred of students was taken as respondent, use stratified random sampling technique. Data were collected by questionnaires, and then analyzed descriptively. The results showed that most of the students buy meatballs both at the settled peddler and the pitchman motivated of the taste, the cleanliness, and the safety. In general, student motivation to buy at the meatballs in the settled peddlers was higher than the motivation of students to buy at the pitchman. Consumers bought meatballs 1-3 times per month, tend to prefer buying at the settled peddler, spent the time for buying in the afternoon, would rather buy meatballs with friends, and tend to choose halal labeled product.

Keyword: consumer motivation, consumer behavior, meatball consumption.

Intisari

MOTIVASI MAHASISWA PERTANIAN UMY DALAM MENGGONSUMSI BAKSO.

Danny Sasmita (Skripsi dibimbing oleh Susanawati dan Siti Yusi Rusimah). Penelitian yang bertujuan untuk mendeskripsikan motivasi mahasiswa dalam pembelian bakso dan perilaku pembelian bakso oleh mahasiswa, dilaksanakan di Fakultas Pertanian UMY dengan sampel sebanyak 100 orang yang diambil secara acak berlapis. Data dikumpulkan dengan angket, selanjutnya dianalisis secara deskripsi. Hasil penelitian menunjukkan bahwa sebagian besar mahasiswa membeli di pedagang menetap maupun pedagang keliling karena faktor rasa, kebersihan, dan keamanan. Secara umum motivasi mahasiswa untuk membeli bakso di pedagang menetap lebih tinggi dari pada motivasi mahasiswa untuk membeli di pedagang keliling. Konsumen membeli bakso 1-3 kali perbulan, lebih suka membeli di pedagang menetap, waktu yang digunakan pada sore hari, lebih suka membeli bakso bersama teman, serta cenderung memilih produk bakso yang berlabel halal.

Kata kunci : Motivasi, Mahasiswa, Bakso