

ABSTRAK

ANALISIS PROSES KEPUTUSAN PEMBELIAN DAN KEPUASAN KONSUMEN DAGING AYAM BROILER DI PASAR CIKURUBUK

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Kurangnya pengetahuan pedagang di Pasar Cikurubuk akan perilaku konsumen menyebabkan keberadaan pasar semakin rentan seiring dengan meningkatnya perekonomian dan meningkatnya persaingan. Tujuan penelitian ini menganalisis karakteristik konsumen, proses keputusan pembelian dan kepuasan konsumen daging ayam broiler di Pasar Cikurubuk. Responden dalam penelitian ini sebanyak 52 orang. Analisis karakteristik responden dan proses keputusan konsumen dilakukan secara deskriptif sedangkan tingkat kepuasan dianalisis menggunakan metode CSI dan IPA. Hasil penelitian menunjukkan bahwa motivasi konsumen dalam membeli adalah kesesuaian selera, manfaat yang dicari adalah sebagai lauk pauk, jika tidak mengkonsumsi satu minggu merasa biasa saja. Asal informasi melalui ingatan sendiri, fokus pencarian informasi pada kualitas produk. Konsumen terbiasa membeli daging ayam di Pasar Cikurubuk, pertimbangan membeli daging ayam broiler adalah harga yang lebih murah. Konsumen membeli daging secara terencana, biasa membeli daging ayam broiler sebanyak 1 – 2 kg dengan frekuensi membeli 2 – 4 hari sekali, jika persediaan tidak ada, konsumen akan mencari tempat yang tersedia. Konsumen telah merasa puas, mempunyai minat untuk melakukan pembelian kembali dan merekomendasikan kepada orang lain, akan tetap membeli jika terjadi kenaikan harga. Hasil dari perhitungan CSI yaitu 69,899 persen atau kategori puas. Berdasarkan metode IPA, atribut yang menjadi prioritas perbaikan yaitu harga daging ayam, kebersihan pasar dan keakuratan timbangan.

Kata kunci : Kepuasan Konsumen, Keputusan Pembelian, Ayam Broiler

ABSTRACT

ANALYSIS OF PURCHASING DECISION PROCESS AND CONSUMER SATISFACTION IN CIKURUBUK MARKET OF TASIKMALAYA

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The lack of knowledge of traders in Cikurubuk Market regarding consumer behavior causes the existence of the market to become more vulnerable as the economy increases and competition increases. The purpose of this study is to analyze consumer characteristics, purchasing decision processes and consumer satisfaction of broiler chicken meat in Cikurubuk Market. Respondents in this study were 52 people. Analysis of respondents' characteristics and consumer decision processes were carried out descriptively while satisfaction levels were analyzed using CSI and IPA methods. The results showed that the motivation of consumers in buying is suitability of taste, the benefits sought are as side dishes, if you do not consume one week feel normal. As long as information is through its own memory, the focus of information seeking is on product quality. Consumers are accustomed to buying chicken meat at Cikurubuk Market, consideration of buying broiler chicken meat is a cheaper price. Consumers buy meat in a planned manner, usually buy broiler chicken meat as much as 1-2 kg with a frequency of buying 2-4 days, if there is no supply, consumers will look for available places. Consumers are satisfied, have an interest in repurchasing and recommend to others, will continue to buy if there is a price increase. The result of CSI calculation is 69.899 percent or satisfied category. Based on the IPA method, the priority attributes of improvement are the price of chicken meat, market cleanliness and the accuracy of the scales.

Key words : Customer Satisfaction, Purchasing Decision, Broiler Chicken