

## **VARIETY SEEKING BUYING BEHAVIOR ULTRA HIGH TEMPERATURE MILK PRODUCTS**

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### **INTISARI**

Penelitian ini bertujuan untuk mengetahui pengaruh preferensi dan atribut produk susu *Ultra High Temperature (UHT)* terhadap terjadinya *variety seeking buying behavior* dan informasi yang diterima oleh konsumen berhubungan dengan *variety seeking buying behavior*. Penelitian ini melakukan penyebaran kuesioner secara online menggunakan *google form* dengan responden sebanyak 115 orang dengan kriteria yaitu konsumen susu *UHT* yang berumur diatas 15 tahun. Metode dalam mengetahui berpengaruh atau tidaknya preferensi atribut produk dan informasi yang diterima konsumen terhadap *variety seeking buying behavior* menggunakan analisis regresi linear berganda. Data yang telah terkumpul dari hasil penelitian, dianalisis statistik menggunakan aplikasi *Statistical Package for the Social Science (SPSS)*. Hasil penelitian menggunakan analisis regresi linear berganda menunjukkan bahwa nilai konstan sebesar 3,987, nilai koefisien regresi preferensi sebesar 0,218, nilai koefisien regresi atribut sebesar 0,236 dan nilai koefisien regresi informasi yang diterima konsumen sebesar 0,304 yang dapat diartikan bahwa memiliki pengaruh positif. Hasil perhitungan secara simultan dengan diperoleh nilai  $F$  hitung (13,119) >  $F$  tabel (2,69) dan untuk uji parsial preferensi, atribut dan informasi yang diterima konsumen memiliki hasil bahwa  $t$  hitung >  $t$  tabel sehingga diartikan berpengaruh positif dengan nilai signifikansinya preferensi, atribut dan informasi yang diterima konsumen lebih kecil dari 0,05. Berdasarkan data diatas diperoleh kesimpulan bahwa preferensi produk, atribut produk dan informasi yang diterima konsumen memiliki pengaruh positif terhadap terjadinya *variety seeking buying behavior*.

Kata kunci: Preferensi, Atribut produk, Informasi yang diterima konsumen, dan *Variety seeking buying behavior*

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### **ABSTRACT**

This study aims to determine the effect of preferences and attributes of Ultra High Temperature (UHT) dairy products on the occurrence of variety-seeking buying behavior and the information received by consumers related to variety-seeking buying behavior. This study distributes online questionnaires using google form with 115 respondents with the criteria that UHT milk consumers are over 15 years old. The method in knowing whether or not the preference of product attributes and information received by consumers on variety-seeking buying behavior is using multiple linear regression analysis. The data that has been collected from the research results were statistically analyzed using the Statistical Package for the Social Science (SPSS) application. The results of the study using multiple linear regression analysis showed that the constant value was 3.987, the preference regression coefficient value was 0.218, the attribute regression coefficient value was 0.236 and the regression coefficient value for information received by consumers was 0.304, which means that it has a positive influence. Simultaneous calculation results obtained by the calculated F value (13.119) F table (2.69) and for the partial test of preferences, attributes, and information received by consumers, the result is that t count t table so that it is interpreted as having a positive effect with the significance value of preferences, attributes and information received by consumers is less than 0.05. Based on the data above, it can be concluded that product preferences, product attributes, and information received by consumers have a positive influence on the occurrence of variety seeking buying behavior.

**Keywords:** Preferences, Product attributes, Information received by consumers, and Variety seeking buying behavior