

ANALISIS PREFERENSI DAN KEPUASAN KONSUMEN TERHADAP PRODUK SOSIS SIAP MAKAN DI DAERAH ISTIMEWA YOGYAKARTA

Hanif Yuliana Din Azizah
18/424560/PT/07612

INTISARI

Sosis merupakan salah satu produk olahan daging yang mempunyai nilai tambah tinggi dan banyak diproduksi perusahaan. Penelitian ini bertujuan untuk menganalisis tingkat preferensi konsumen, tingkat kepuasan konsumen terhadap produk sosis siap makan, dan pengaruh preferensi atribut terhadap kepuasan konsumen produk sosis siap makan. Penelitian dilaksanakan di Daerah Istimewa Yogyakarta. Metode penelitian yang digunakan adalah survey. Pengambilan sampel dilakukan dengan teknik *purposive sampling* dengan kriteria responden yaitu konsumen di Daerah Istimewa Yogyakarta yang melakukan pembelian sosis setidaknya 1 kali dalam setiap minggunya. Penetapan sampel sebanyak 100 reponden berdasarkan perhitungan rumus Lemeshow. Analisis data yang dilakukan dengan menggunakan kuesioner yang diperoleh diukur dengan *skala Likert dengan 3 kategori skala dan sudah duji validitas dan reliabilitasnya*. Analisis pengaruh preferensi terhadap kepuasan konsumen terhadap produk sosis siap makan menggunakan Regresi Linier Berganda. Hasil penelitian menunjukkan tingkat preferensi dan kepuasan konsumen terhadap produk sosis siap makan di Daerah Istimewa Yogyakarta termasuk kategori tinggi. Atribut yang paling berpengaruh positif terhadap kepuasan konsumen adalah citra merek ($\beta=0,435$) dengan nilai $P<0,05$.

(Kata kunci : atribut, kepuasan konsumen, preferensi, sosis)

ANALYSIS OF PREFERENCE AND CONSUMER SATISFACTION OF READY TO EAT SAUSAGE PRODUCTS IN DAERAH ISTIMEWA YOGYAKARTA

Hanif Yuliana Din Azizah
18/424560/PT/07612

ABSTRACT

Sausage is a processed meat product that has high added value and is produced by many companies. This study aims to analyze consumer preferences for ready-to-eat sausage product attributes, consumer satisfaction with ready-to-eat sausage products, and the effect of preferences on ready-to-eat sausage product consumer satisfaction. The research was conducted in Daerah Istimewa Yogyakarta. The research method used is a survey. Sampling was carried out by purposive sampling technique with the respondent's criteria, namely consumers in the Daerah Istimewa Yogyakarta who purchased sausages at least 2 times in the last month. Determination of a sample of 100 respondents based on the calculation of the Lemeshow formula. Data analysis was carried out using a questionnaire obtained measured with a Likert scale. Analysis of the effect of preferences on consumer satisfaction with ready-to-eat sausage products using Multiple Linear Regression. The results showed that the level of consumer preference and satisfaction for ready-to-eat sausage products in Daerah Istimewa Yogyakarta was in the high category. The attribute that has the most influence on consumer satisfaction based on the regression coefficient value is brand image ($\beta=0.435$) followed by taste and texture ($\beta=0.190$), halal labeling ($\beta=0.171$) and promotion ($\beta=0.135$) with the results having a positive effect on consumer satisfaction ($P<0.05$) while price has no significant effect on customer satisfaction ($P>0.05$).

(Keywords: Attributes, Consumer satisfaction, Preferences, Sausages)