

INTISARI

Produksi susu bubuk perlahan mengalami pertumbuhan yang cukup mengesankan dibanding saat krisis ekonomi yang terjadi sejak pertengahan tahun 1997. Hal ini didukung semakin tingginya kesadaran masyarakat akan perlunya kebutuhan gizi dan kesehatan. Permintaan berangsur semakin meningkat mendorong perusahaan yang ada untuk memperbesar jumlah produksi yang dihasilkan. Melihat cukup banyaknya jumlah produsen susu bubuk, persaingan dalam industri susu bubuk cukup ketat. Berdasarkan hal tersebut maka perlu diidentifikasi berbagai faktor yang mempengaruhi keputusan pembelian konsumen terhadap susu bubuk. Merek yang pakai sebagai obyek penelitian adalah merek susu bubuk Indomilk.

Tujuan penelitian ini adalah (1) mengetahui faktor-faktor yang secara signifikan mempengaruhi pembuatan keputusan konsumen dalam membeli susu bubuk Indomilk, dan (2) mengetahui perbedaan faktor-faktor yang mempengaruhi perilaku konsumen dalam melakukan keputusan pembelian produk susu bubuk Indomilk berdasarkan perbedaan jenis kelamin, usia, pekerjaan, dan pengeluaran perbulan.

Alat analisis data yang digunakan dalam penelitian ini adalah analisis regresi berganda dan uji *chi square*. Analisis regresi berganda bertujuan mengetahui faktor-faktor yang signifikan mempengaruhi pembuatan keputusan konsumen dalam membeli susu bubuk Indomilk. Uji *chi square* bertujuan mengetahui perbedaan faktor-faktor yang mempengaruhi pembuatan keputusan konsumen berdasarkan jenis kelamin, usia, pekerjaan, dan pengeluaran konsumen.

Hasil penelitian menunjukkan faktor yang signifikan mempengaruhi pembuatan keputusan konsumen dalam membeli susu bubuk Indomilk adalah faktor karakteristik konsumen individu dan pengaruh strategi pemasaran. Sedangkan faktor pengaruh lingkungan tidak signifikan mempengaruhi pembuatan keputusan konsumen. Berdasarkan hasil uji *chi square*, diketahui tidak ada perbedaan faktor-faktor yang mempengaruhi keputusan pembelian konsumen berdasarkan jenis kelamin, pekerjaan, dan pengeluaran perbulan. Tetapi berdasarkan usia diketahui ada perbedaan faktor-faktor yang mempengaruhi keputusan pembelian konsumen yaitu faktor demografi dan budaya.

Kata Kunci: Perilaku Konsumen; Regresi Berganda; *Chi Square*

ABSTRACT

Powder milk product experienced the enough impressive growth slowly comparing to the economic crisis time happened since the middle of 1997. This was supported with the more and more increase of people awareness of requiring the nutrient and healthy. The demand was more and more increase to support the existing company to enlarge the total pf production resulted. Seeing the much enough number of powder milk producers, the competition in the powder milk industry was tight enough. Based on the case so that it needed to be identified the various factors influencing the decision of consumer purchase toward the powder milk. The brand used as the research object was the brand of Indomilk powder milk.

The goals of this research were (1) to find out the factors significantly influenced the consumer decision making in buying the Indomilk powder milk, and (2) to find out the difference of factors influencing the consumer behavior in doing decision to purchase the powder milk product of Indomilk based on the different type of gender, age, job, and the expense per month.

The tool of data analysis used in this research was the multiple regression analysis and the chi square test. The multiple regression analysis were aimed to find out the significant factors influencing to consumer decision making in buying the powder milk of Indomilk. The chi square test was aimed to find out the difference of factors influencing the consumer decision making based on the type of gender, age, job, and the expense per month of consumer.

The result of research showed the factor significantly influencing the consumer decision making in purchasing the powder milk of Indomilk was the characteristic factor of individual consumer and the influence of marketing strategy. Meanwhile the factor of environmental influence was not significant to influence the consumer decision making. Based on the chi square test, it was known there was not the difference of factors influencing the decision of consumer purchase based on the type of gender, job, and the expense per month. How ever, based on age it was known there were the difference of factors that influencing the decision of consumer purchase that was demography and culture factors.

The key words: Consumer Behavior, Multiple Regression, Chi Square.