

HUBUNGAN BIAS OPTIMIS DENGAN KEPUTUSAN PEMBELIAN PADA KONSUMEN *STREET FOOD* DI PROVINSI DAERAH ISTIMEWA YOGYAKARTA

Anisa Camilia¹, Dwi Budiningsari², Ika Ratna Palupi²

ABSTRAK

Latar belakang : Fenomena konsumen merasa terlalu optimis bahwa mereka tidak akan mengalami suatu risiko terpapar kontaminasi dari makanan saat membeli makanan dibandingkan dengan orang lain disebut dengan bias optimis. Bias optimis dapat mengurangi sikap waspada dan mengurangi persepsi konsumen terhadap suatu risiko sehingga hal tersebut akan berdampak pada keputusan konsumen untuk membeli. Selain itu, bias pada konsumen menyebabkan konsumen cenderung percaya pada produk yang akan dibeli dan hal tersebut membuat keputusan yang kurang informatif atau impulsif tentang pembelian mereka.

Tujuan : Mengetahui hubungan antara bias optimis dengan keputusan pembelian pada konsumen *street food* di Provinsi Daerah Istimewa Yogyakarta.

Metode : Penelitian ini merupakan penelitian deskriptif kuantitatif dengan rancangan desain penelitian *cross sectional*. Penelitian ini melibatkan 112 konsumen makanan pedagang kaki lima yang dipilih secara *accidental sampling* di wilayah Kecamatan Gondomanan, Depok, dan Bantul, dengan pembagian jumlah sampel pada setiap kecamatan yang sama rata, yaitu sekitar 37-38 orang. Variabel bebas penelitian adalah bias optimis dan variabel terikat adalah keputusan pembelian. Analisis statistik menggunakan uji korelasi *Fisher Exact Test*.

Hasil : Analisis korelasi antara bias optimis dengan keputusan pembelian subjek menunjukkan nilai $p = 1$ ($p > 0,05$).

Kesimpulan : Tidak terdapat hubungan yang signifikan antara bias optimis dengan keputusan pembelian konsumen pedagang kaki lima (*street food*) di Provinsi Daerah Istimewa Yogyakarta.

Kata kunci : bias optimis, keputusan pembelian, pedagang kaki lima (*street food*), pembelian impulsif dan non-impulsif

¹Mahasiswa Program Studi S1 Gizi Fakultas Kedokteran, Kesehatan Masyarakat, dan Keperawatan Universitas Gadjah Mada

²Staf Pengajar Departemen Gizi Kesehatan Fakultas Kedokteran, Kesehatan Masyarakat, dan Keperawatan Universitas Gadjah Mada

THE RELATIONSHIP BETWEEN OPTIMISTIC BIAS AND PURCHASING DECISIONS AMONG STREET FOOD CONSUMERS IN THE SPECIAL REGION OF YOGYAKARTA PROVINCE

Anisa Camilia¹, Dwi Budiningsari², Ika Ratna Palupi²

ABSTRACT

Background : A consumer may have the perception that they will not experience a risk of food's contamination when they purchase the food compared to other people. The phenomenon of consumers feeling too optimistic about the risks they perceive is called optimistic bias. Optimistic bias can reduce alertness and reduce consumers' perception of a risk that will have an impact on consumers' purchasing decisions. In addition, biases in the consumer make the consumers tend to believe the product they are going to buy and that makes their decision less informative or impulsive about their purchases.

Objective : To find out the relationship between optimistic bias and purchasing decisions among street food consumers in the Special Region of Yogyakarta Province.

Methods : This research was a quantitative descriptive study with a cross sectional research design. This research involved 112 street food consumers selected by accidental sampling in the Gondomanan, Depok, and Bantul subdistricts, with an equal distribution of the sample size in each sub-district, namely around 37-38 people. The independent variable was optimistic bias and the dependent variable was purchasing decisions. Statistical analysis was performed using the Fisher Exact correlation test.

Results : Correlation analysis between optimistic bias and consumer purchasing decisions of street food vendors showed a value of $p = 1$.

Conclusion : There is no significant relationship between optimistic bias and consumer purchasing decisions of street food vendors in the Special Region of Yogyakarta Province.

Keywords : impulsive and non-impulsive buying, optimistic bias, purchasing decisions, street food

¹Student of Nutrition Study Program, Faculty of Medicine, Public Health, and Nursing, Gadjah Mada University

²Lecturer of Department of Health Nutrition, Faculty of Medicine, Public Health, and Nursing, Gadjah Mada University