

ANALISIS TIPE PERILAKU DAN EKSPLORASI KONSUMEN USIA DEWASA MUDA TERHADAP PRODUK MINUMAN SUSU BERPERISA SIAP MINUM DI KOTA YOGYAKARTA

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ABSTRAK

Perilaku konsumen menjadi bagian penting bagi manajemen pemasaran produk yang berkaitan langsung dengan manusia sebagai sasaran pasar. Semakin kompetitif kondisi persaingan pasar dewasa kini, menjadi alasan bahwa perilaku konsumen perlu dipelajari secara terus-menerus. Tujuan dari penelitian ini untuk mengetahui tipe perilaku konsumen susu berperisa siap minum melalui keterlibatan konsumen dalam proses pengambilan keputusan dan beda antar merek. Selain itu peneliti ingin mengetahui perilaku eksplorasi konsumen usia dewasa muda melalui butir *vareity seeking* terhadap faktor jenis kelamin, tingkat pendidikan, dan pendapatan per bulan. Peneliti juga ingin mengetahui pertimbangan konsumen terhadap atribut mutu susu berperisa siap minum melalui tingkat kepentingannya. Penelitian ini menggunakan model tipe perilaku konsumen menurut Henry Assael dan dalam pengujiannya menggunakan uji anova satu arah. Pengujian pada perilaku eksplorasi konsumen digunakan pengujian anova dua arah. Pengujian atribut mutu menggunakan *crosstab*, analisis faktor, dan uji Kruskal-Wallis. Tipe perilaku konsumen yang dihasilkan yaitu tipe pembelian mengurangi keragu-raguan (*dissonance reducing buying behavior*). Tipe tersebut menunjukkan konsumen sangat terlibat dalam proses pembelian susu berperisa siap minum namun konsumen tidak melihat perbedaan antar merek secara signifikan. Perilaku eksplorasi konsumen susu berperisa dipengaruhi oleh jenis kelamin, tingkat pendidikan, dan pendapatan per bulan konsumen. Tingkat pendidikan memiliki angka pengaruh tertinggi dengan signifikansi sebesar 0,314. Atribut mutu susu berperisa siap minum yang paling utama bagi konsumen adalah atribut sensori yang menjadi bagian penting bagi konsumen dalam menentukan pembelian. Perbedaan atribut mutu dari lima merek susu berperisa terletak pada kandungan gizi, sensori, kemasan, harga, merek, dan keamanan pangan.

Kata kunci : Susu berperisa siap minum, Tipe Perilaku konsumen, Perilaku Eksplorasi

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ANALYSIS OF THE CONSUMER BEHAVIOR TYPE AND YOUNG ADULT CONSUMER EXPLORATORY TOWARDS READY-TO-DRINK FLAVORED MILKS IN YOGYAKARTA CITY

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ABSTRACT

The consumer behavior becomes an important part of its marketing management which is related to people as the target market. The more competitive the conditions of market competition now, becomes the reason that consumer behavior needs to be studied continuously. The purpose of this study is to determine the type of consumer behavior of ready-to-drink flavored milks through consumer involvement in the decision-making process and different brands. In addition, the researchers want to know the exploration behavior of young adult consumers through variety seeking items on the factors of gender, education level, and monthly income. The researchers also want to know consumers' considerations on the quality attributes of ready-to-drink flavored milks through their importance. This study used a type of consumer behavior model according to Henry Assael and in its testing used one-way ANOVA test. Testing on consumer exploration behavior was used in two-way ANOVA testing. Quality attribute testing used crosstab, factor analysis, and Kruskal-Wallis test. The type of consumer behavior that was produced, is the type of dissonance reducing buying behavior. This type shows that consumers are very involved in the process of purchasing ready-to-drink flavored milk, but consumers do not see the significant differences between brands. The exploratory behavior of milk consumers is affected by gender, level of education, and consumer per month income. The level of education has the highest rate of influence with a significance of 0.314. The most important quality milk attribute for drinking is the sensory attribute which is an important part for consumers in determining the purchase. The difference in the quality attributes of the five flavored milk brands lies in nutrient content, sensory, packaging, price, brand, and food safety.

Keywords: ready-to-drink flavored milks, consumer behavior type, exploratory

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