

## **CONSUMER ATTITUDE AND BEHAVIOR ON MOCAF BROWNIES PRODUCT 'COKRO TELA'**

### **ABSTRACT**

The purpose of this research are to find out (1) Performance of brownies Cokro Tela's attributes (2) the effects of consumer knowledge and experience toward consumer's attitude in the purchasing of Cokro Tela mocaf brownies (3) the effects of consumer's attitude towards the purchasing behavior of Cokro Tela mocaf brownies. Respondents in this research were chosen by Purposive sampling. They were 80 Cokro Tela mocaf brownies' consumers which are buying and ever eat this brownies before. Fishbein Model was used to identify attributes of Cokro Tela mocaf brownies includes mixture of mocaf and flour, price, topping, taste and texture. SEM-PLS Model was used to analyze the effects between latent variables and between latent variable to its indicators. The latent variables consist of knowledge, experience, attitude and purchase behavior of consumer. The research results show that the most influential attributes in the selection of Cokro Tela mocaf brownies are taste and texture. Consumer's attitudes towards the overall attributes of Cokro Tela brownies were categorized as good. Experience had significant effect on attitude. The more experience of consuming brownies, the better attitude of consumers toward the brownies that showed like brownies. The attitude had significant effect on purchasing behavior. The better attitude of consumers towards brownies, the better purchasing behavior that showed by repeated purchasing.

**Keywords:** Cokro Tela brownies,mocaf, purchasing behavior, attitude.

## **SIKAP DAN PERILAKU KONSUMEN TERHADAP PRODUK BROWNIES BERBAHAN BAKU MOCAF 'COKRO TELA'**

### **INTISARI**

Tujuan penelitian ini untuk mengetahui (1) atribut-atribut kinerja brownies Cokro Tela (2) pengaruh pengetahuan dan pengalaman konsumen terhadap sikap konsumen dalam pembelian brownies Cokro Tela, (3) pengaruh sikap konsumen terhadap perilaku pembelian brownies Cokro Tela. Responden dalam penelitian ini dipilih *Purposive sampling*, berjumlah 80 konsumen yang sedang membeli brownies Cokro Tela dan sebelumnya pernah mencoba brownies Cokro Tela. Model *Fishbein* digunakan untuk mengidentifikasi atribut brownies Cokro Tela yang meliputi atribut campuran mocaf dan terigu, harga, varian brownies, rasa dan tekstur. Model *SEM-PLS* digunakan untuk menganalisis diagram jalur antara satu variabel laten ke variabel laten lainnya dan variabel laten ke indikatornya. Variabel laten meliputi pengetahuan, pengalaman, sikap dan perilaku pembelian. Hasil penelitian menunjukkan bahwa atribut yang paling berpengaruh dalam pemilihan produk brownies Cokro Tela adalah atribut rasa dan tekstur. Sikap konsumen terhadap keseluruhan atribut brownies Cokro Tela tergolong baik. Pengalaman mengkonsumsi berpengaruh signifikan terhadap sikap. Semakin banyak pengalaman mengkonsumsi brownies maka sikap konsumen menjadi lebih baik terhadap brownies yaitu kecenderungan untuk menyukai brownies. Sikap berpengaruh signifikan terhadap perilaku pembelian. Semakin baik sikap konsumen terhadap brownies maka perilaku pembelian menjadi lebih baik yaitu cenderung untuk melakukan pembelian ulang.

**Kata kunci :** brownies Cokro Tela, mocaf, perilaku pembelian, sikap.