



PROFIL KONSUMEN PRODUK OLAHAN SUSU KAMBING DI DAERAH ISTIMEWA YOGYAKARTA

Muhammad Riyan Fitriyanto
15/378430/PT/06921

INTISARI

Profil konsumen adalah karakteristik atau variabel yang mengidentifikasi konsumen. Penelitian ini bertujuan untuk mengidentifikasi dan menjelaskan profil konsumen produk olahan susu kambing. Pengambilan data dilakukan pada konsumen di supermarket dan cafe susu kambing yang membeli produk olahan susu kambing. Jumlah sampel 97 konsumen. Metode pengambilan data dilakukan dengan metode kuesioner. Metode analisis dengan menggunakan analisis deskriptif pada profil konsumen dalam mengkonsumsi produk olahan susu kambing. Hasil diperoleh bahwa karakteristik konsumen produk olahan susu kambing dengan kelompok kategori umur konsumen paling banyak pada umur 21-35 tahun dengan presentase 55,7%. Kelompok kategori jenis kelamin konsumen terbanyak yaitu laki-laki dengan presentase 51,5%. Kelompok kategori jumlah anggota keluarga paling banyak sejumlah <4 dengan presentase 56,7%. Kelompok kategori jumlah pendapatan keluarga terbanyak yaitu 1-5 juta dengan presentase 55,7%. Kelompok kategori pendidikan konsumen paling banyak yaitu menempuh 12 tahun pendidikan dengan presentase 50,5%. Hasil diperoleh bahwa profil pembelian produk olahan susu kambing dengan Kelompok kategori alasan membeli produk olahan susu terbanyak karena faktor kesehatan dengan presentase 81,4%. Kelompok kategori harga produk untuk pembelian produk olahan susu kambing paling banyak pembelian produk susu bubuk sebanyak 61 orang dengan presentase 56,7%. Kelompok kategori tempat pembelian produk olahan susu kambing paling banyak di Plaza Agro Fakultas Peternakan UGM sebanyak 42 orang dengan presentase 43,3%. Kelompok kategori tempat jumlah konsumsi produk olahan susu kambing paling banyak <4 dengan presentase 56,70%. Kelompok kategori varian rasa produk olahan susu kambing paling banyak rasa original dengan presentase 35,05%.

Kata kunci: (Profil Konsumen dan Produk Olahan Susu Kambing).



CONSUMER PROFILE OF GOAT MILK PROCESSED PRODUCTS IN DAERAH ISTIMEWA YOGYAKARTA

Muhammad Riyan Fitriyanto
2015/378430/PT/06921

ABSTRACT

Consumer profiles are characteristics or variables that identify consumers. This study aims to identify and explain the profile of consumers of goat milk products. Data collection was performed on consumers in supermarkets and goat milk cafes who buy processed dairy goat products. The number of samples is 97 consumers. The data collection method was carried out using the questionnaire method. The method of analysis uses descriptive analysis on the profile of consumers in consuming processed dairy goat products. The results obtained that the characteristics of consumers of goat milk products with the most age category of consumers at the age of 21-35 years with a percentage of 55.7%. The highest consumer gender category is male with a percentage of 51.5%. The category group for the most number of family members is <4 with a percentage of 56.7%. The category of category of the largest family income is 1-5 million with a percentage of 55.7%. Most consumer education category groups, namely 12 years of education with a percentage of 50.5%. The results obtained that the profile of the purchase of processed goat milk products by the category of reasons for buying the most processed milk products due to health factors with a percentage of 81.4%. The category of product prices for the purchase of processed goat milk products mostly bought milk powder products as many as 61 people with a percentage of 56.7%. The highest category of places for purchasing goat milk products at the Plaza Agro Faculty of Animal Husbandry UGM was 42 people with a percentage of 43.3%. The category of place where the highest consumption of processed goat milk products is <4 with a percentage of 56.70%. The flavor variant category of goat milk products has the most original flavors with a percentage of 35.05%.

Keywords: (Profile of Consumers and Processed Goat Milk Products).