



**WAKHID SURYA WIBAWA. 17/418783/PPN/04250.** Perilaku Konsumen dalam Pembelian Manisan Carica Buavica di Kabupaten Wonosobo. Dibawah bimbingan Prof. Dr. Ir. Masyhuri

## INTISARI

Buah carica merupakan jenis buah pepaya yang tumbuh di dataran tinggi dieng. Dibutuhkan industri pengolahan buah carica agar dapat dikonsumsi langsung. Beberapa produk olahan buah carica ada manisan carica, selai carica, sirup carica dan sari buah carica. Manisan carica Buavica merupakan salah satu produk olahan carica yang ada di wonosobo. Tujuan penelitian ini adalah untuk mengidentifikasi karakteristik konsumen manisan carica Buavica, menganalisis sikap konsumen terhadap atribut produk manisan carica Buavica dan menganalisis faktor-faktor yang mempengaruhi perilaku konsumen dalam membeli manisan carica Buavica. Sampel yang digunakan sebanyak 120 responden. Analisis yang digunakan dalam penelitian ini analisis multiatribut fishbein dan analisis regresi linear berganda. Hasil penelitian menunjukkan bahwa karakteristik konsumen didominasi berasal dari luar wonosobo, berjenis kelamin perempuan, dengan rentang usia 17-25 tahun, berstatus belum menikah, berpendidikan sarjana, status pekerjaan pelajar/mahasiswa, jumlah anggota keluarga sebanyak empat orang, pendapatan rata-rata perbulan Rp 500.000-Rp 1.500.000. Secara keseluruhan konsumen manisan carica Buavica memiliki sikap positif terhadap produk manisan carica Buavica yang berarti konsumen akan dapat melakukan pembelian kembali terhadap produk manisan carica Buavica. Berdasarkan analisis regresi linear berganda faktor yang mempengaruhi perilaku konsumen yang signifikan adalah faktor pendapatan, brand produk, rasa, harga, kemasan dan keawetan.

**Keywords :** Manisan Carica Buavica, Perilaku Konsumen, Sikap, Analisis Regresi Berganda, Analisis Multiatribut Fishbein



**WAKHID SURYA WIBAWA. 17/418783/PPN/04250.** Consumer Behavior In Buying Sweet Carica (Buavica In Wonosobo District. Dibawah bimbingan Prof. Dr. Ir. Masyhuri

## **Abstract**

Carica is a type of papaya fruit that grows in Dieng plateau. Carica processing industry is needed so that the fruit can be consumed directly. Some processed carica products are candied carica, carica jam, carica syrup and carica juice. Candied carica *Buavica* is one of the processed carica products in Wonosobo. The purpose of this study was to identify the characteristics of Buavica consumers, analyze their attitudes towards the attributes of Buavica products and analyze the factors that influence their behavior in buying Buavica sweets. Data was taken from 120 sampled respondents. The multi-attribute analysis of fishbein and multiple linear regression analyses had been applied to analyse the data. The results showed that the characteristics of consumers were among of those: predominantly come from outside Wonosobo, female, with an age range of 17 to 25 years, unmarried, completing undergraduate education, student, having four family members, with monthly income of Rp 500,000 to Rp 1,500,000 in average. Overall, consumers of Buavica sweets have a positive attitude towards the products, meaning that consumers will be able to repurchase the Buavica products. Based on multiple linear regression analysis, factors that influence significant consumer behavior are income, product brand, taste, price, packaging and durability.

**Keywords:** Candied Carica Buavica, Consumer Behavior, Attitude, Multiple Regression Analysis, Fishbein Multi-attribute Analysis