

FAKTOR - FAKTOR YANG MEMPENGARUHI PERILAKU MAHASISWA DALAM PEMBELIAN PRODUK OLAHAN DAGING AYAM

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INTISARI

Penelitian ini bertujuan untuk menguji pengaruh uang saku, dan pengetahuan konsumen tentang gizi terhadap perilaku konsumsi produk olahan daging ayam. Penelitian ini menggunakan jenis penelitian *explanatory research*. Responden dalam penelitian adalah 100 mahasiswa S1 Yogyakarta yang ditentukan menggunakan *purposive sampling method* dan pengumpulan data dilakukan dengan menggunakan kuesioner. Analisis data yang digunakan adalah analisis regresi. Berdasarkan hasil penelitian dapat disimpulkan bahwa semakin tinggi uang saku, promosi dan pengetahuan gizi akan memberikan sikap yang lebih positif yang akhirnya dapat menimbulkan keputusan pembelian. Hal tersebut ditunjukkan dengan koefisien regresi antara uang saku dengan tingkat konsumsi sebesar 0,192 signifikan, nilai koefisien promosi sebesar 0,355 signifikan, koefisien pengetahuan sebesar 0,430 signifikan.

Kata Kunci: Perilaku Konsumen, Tingkat Konsumsi, Uang Saku, Promosi, Pengetahuan.

FACTORS AFFECTING STUDENT BEHAVIOR IN PURCHASING PROSESSED CHICKEN MEAT PRODUCTS

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ABSTRACT

The objective of this research was to examine of income and knowledge to consumption behaviour of processed chicken products. This research used explanatory research. Respondents in this research were determined through purposive sampling method. Data collection were collected by distributing questionnaires to 100 respondents that were undergraduate student in Yogyakarta. Regression analysys was applied to analyse the data. This study may conclude that the better income, promotion and nutrition knowledge promoted the more positive attitude among respondents which can eventually drive a purchasing decision. These were indicated by the value of the path regression between income with consumption level of 0,192 significant, the value of the path regression between promotion with consumption level of 0,355, and the value of the path regression between knowledge with consumption level of 0,430 significant.

Key Words: Consumer behavior, consumption level, Income, Promotion, Nutrition Knowledge.