

## PERILAKU KONSUMEN DALAM KEPUTUSAN PEMBELIAN STEAK: Studi Kasus di Waroeng Steak and Shake di Demangan, Kabupaten Sleman

Dodi Saleh  
10/301598/PT/05881

### INTISARI

Steak merupakan salah satu produk pangan olahan daging sapi yang saat ini banyak dijumpai karena modal terjangkau dan harganya yang relatif murah. Penelitian ini bertujuan untuk mengidentifikasi karakteristik konsumen rumah makan steak meliputi usia, jenis kelamin, tingkat pendidikan, pendapatan, dan jumlah anggota keluarga, menganalisis faktor-faktor yang mempengaruhi keputusan pembelian konsumen berdasarkan jenis steak sapi yaitu *sirloin* dan *tenderloin* dilihat dari karakteristik konsumen dan atribut produk, serta mengetahui kepuasan konsumen terhadap kualitas produk steak, kualitas pelayanan, dan fasilitas tempat. Penelitian ini dilaksanakan pada bulan Juli sampai bulan Agustus 2015 di pusat Waroeng Steak and Shake di Demangan, Kabupaten Sleman. Pengambilan sampel sebanyak 40 responden secara *random* (acak). Hasil analisis karakteristik dan kepuasan konsumen dijelaskan secara deskriptif dalam bentuk tabel, sedangkan untuk menganalisis faktor-faktor yang mempengaruhi keputusan pembelian konsumen dilihat dari hubungan karakteristik konsumen dan atribut produk digunakan Regresi Binomial Logistik. Hasil analisis menunjukkan bahwa variabel bebas usia, jenis kelamin, dan tekstur daging steak berpengaruh terhadap keputusan pembelian steak oleh konsumen. Semakin bertambahnya usia mengakibatkan konsumsi steak *sirloin* berkurang sebanyak 0,58 kali daripada konsumsi steak *tenderloin*. Wanita mengkonsumsi steak *tenderloin* dibanding laki-laki 19,62 kali lebih banyak daripada mengkonsumsi steak *sirloin*. Tekstur pada *tenderloin* disukai konsumen sebesar 0,08 kali lebih banyak daripada tekstur steak *sirloin*. Skor kepuasan konsumen dari kualitas produk yaitu rasa steak mendapatkan persentase 60%, dari kualitas pelayanannya yaitu kecepatan karyawan dalam menyajikan makanan mendapatkan persentase 50%, dan dari fasilitas tempatnya yaitu kelengkapan fasilitas yang tersedia mendapatkan persentase sebesar 60%.

Kata kunci: Perilaku konsumen, Steak, *Sirloin*, *Tenderloin*, Atribut produk

## **CONSUMER BEHAVIOR IN DECISION TO BUY STEAK: Case Studies in Waroeng Steak and Shake Center in Demangan, Sleman District**

Dodi Saleh  
10/301598/PT/05881

### **ABSTRACT**

Steak is one of the processed beef product which now has found with capital affordable and the prices of steak food is relatively cheap. This research intend to identified the types of buyers restaurants steak including age, sex, levels of education, income, and the number of family members, to know the factors affecting decision purchase of consumers based on the type of beef steak namely sirloin and tenderloin seen from the types of buyers and product attribute, and to know customer satisfaction based on the quality of product steak, the quality of services, and facility of the place. This research was conducted in July until August 2015 at Waroeng Steak And Shake restaurant in Demangan, Sleman District. Collecting of the sample as many as 40 respondents that met randomly. Characteristic of consumers and customer satisfaction described in descriptive using Table, while to know analyzing the factors affecting the purchase of the consumers seen from the relations of the types of buyers and attribute product analyzed using Binomial Logistic Regression. The results of this research showed that variable independent including the age, sex, and texture influenced purchase steak decision by consumers. Increase of age affected consumption of sirloin steak reduced 0,58 times than consumption of tenderloin. Women consume tenderloin steak 19,62 times more than sirloin steak. Texture of tenderloin preferred by consumers at 0,08 times more than sirloin steak texture. Customer satisfaction scores of quality products that was taste of steak gets a percentage of 60%, from the quality of service was the quickness of the employees in serving food gets a percentage of 50%, and from the facility that is completeness of the facility get a percentage of 60%.

**Keywords:** Consumers behavior, Steak, Sirloin, Tenderloin, Attribute of product