

ANALISIS KEPUASAN KONSUMEN BERAS DI KOTA YOGYAKARTA

Customer Satisfaction Analysis of Rice in Yogyakarta City

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Intisari

Penelitian ini bertujuan untuk mengetahui : (1) atribut beras yang dianggap penting (2) Mengetahui tingkat kepuasan konsumen terhadap beras dikaitkan dengan atribut-atribut beras. Penelitian dilatarbelakangi dengan banyaknya keragaman beras yang beredar di Kota Yogyakarta, sehingga perlu dicari tahu kriteria beras yang paling diinginkan oleh konsumen. Data yang digunakan yaitu data primer dengan jumlah responden 40 orang. Pembobotan butir jawaban responden dalam bentuk skala Likert. Alat analisis yang digunakan adalah uji validitas untuk mengukur ketepatan suatu variabel menjelaskan konsep; uji reliabilitas untuk menguji keakuratan kuisioner; *Importance Performance Analysis* untuk melihat posisi atribut dalam matriks, dan *Customer Satisfaction Index* untuk mengukur kepuasan konsumen. Hasil penelitian menunjukkan bahwa, (1) atribut-atribut pada kuadran II yaitu atribut yang perlu dipertahankan kinerjanya dan dianggap memuaskan adalah beras eceran, beras kemasan 5 kg, beras kemasan 10 kg, kepulenan beras, daya tahan beras, aroma beras, varietas beras, dan beras kepala (keutuhan beras). (2) nilai CSI yaitu sebesar 75,26% artinya konsumen puas dengan beras yang berada di Kota Yogyakarta.

Kata kunci : atribut beras, karakteristik konsumen, kepuasan konsumen, keragaman beras

Abstract

This study aims to determine: (1) attributes that are considered important to rice (2) Determine the satisfaction of rice customer which associated with the attributes of rice. This research is based by a lot diversity of rice in the city of Yogyakarta, which is necessary to find out the criteria of rice which is most desired by consumers. The data that used are primary data with the number of respondents 40 people. The answers of respondents were weighting by used Likert scale. The methods used in this research are validity test to measure the accuracy of a variable in explaining a concept; reliability tests to measure the accuracy of the questioner; Importance Performance Analysis to determine the position of the attributes on matrix and Customer Satisfaction Index to measure consumers satisfaction. The results of this research showed that, (1) attributes that are located on quadrant II are the attributes that need to be and already satisfied the consumers are rice retail, 5kg rice package, 10kg rice package, rice ripeness, rice durability, rice fragrance, rice varieties, and rice head (rice wholeness). (2) The CSI value that is equal to 75.26% means that consumers are satisfied with rices that located in the city of Yogyakarta.

Key words : consumers characteristic, consumer satisfaction, diversity of rice, rice attribute