

## **ANALISIS FAKTOR KEPUTUSAN PEMBELIAN KONSUMEN TERHADAP ROTI MANIS KEMASAN DI RITEL KOTA YOGYAKARTA**

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### **ABSTRAK**

Produk roti merupakan salah satu produk olahan pangan yang mengalami peningkatan produksi di Indonesia sejak 1-2 dasawarsa lalu. Peningkatan produksi roti ini umumnya menunjukkan adanya peningkatan konsumsi di masyarakat. Produsen roti manis kemasan bersaing untuk meraih perhatian konsumen, salah satunya dengan mengembangkan produk terus menerus yang dapat mengakomodasi keinginan konsumen. Penelitian ini dilakukan karena belum ada penelitian sejenis yang menganalisis pertimbangan konsumen terhadap produk, terutama konsumen di ritel. Ritel dipilih karena menjadi salah satu akses konsumen untuk membeli produk roti, selain itu konsumen yang membeli roti di ritel memiliki karakter tersendiri. Penelitian ini bertujuan untuk menganalisis faktor yang mempengaruhi keputusan pembelian dan pertimbangan konsumen terhadap atribut produk, khususnya konsumen yang membeli roti manis kemasan di ritel.

Metode pengambilan data menggunakan teknik wawancara dan kuesioner. Teknik sampling yang digunakan adalah *convenience sampling* dengan jumlah responden sebanyak 100 orang. Hasil kuesioner kemudian dianalisis dengan teknik *scoring*. Hasil *scoring* kemudian dianalisis dan disusun peringkat atribut produk roti manis kemasan. Atribut roti manis kemasan yang diteliti antara lain rasa, pilihan rasa, tekstur, zat pengawet, harga, kemudahan mengonsumsi, ukuran kemasan dan kejelasan tanggal kadaluarsa. Tingkat kepentingan atribut menggunakan 5 skala, yaitu 1 (sangat tidak penting), 2 (tidak penting), 3 (cukup penting), 4 (penting) dan terakhir 5 (sangat penting).

Penelitian menunjukkan, dalam melakukan pembelian roti manis kemasan, konsumen paling mengutamakan atribut kejelasan tanggal kadaluarsa (4,32), kemudian diikuti atribut rasa (4,15), pilihan rasa (4,04), tekstur sesuai keinginan (3,91), tanpa zat pengawet (3,88), harga (3,79), kemudahan mengonsumsi (3,76) dan yang terakhir adalah ukuran kemasan (3,58). Hasil tersebut menunjukkan bahwa keamanan produk, menjadi pertimbangan atau atribut utama bagi konsumen dalam memilih produk roti manis kemasan.

Kata kunci : atribut, konsumen, pembelian, roti.

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## **ANALYSIS FACTOR OF CONSUMER PURCHASE DECISION ON SWEET BREAD PACKAGING AT RETAIL IN CITY OF YOGYAKARTA**

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### **ABSTRACT**

Bread is one of the food product which had increase production in Indonesia from 10-20 years ago until now. The increase of bread production influence the consumption in consumer level. Manufacturer of sweet bread packaging product have a competition to attract consumers, with one of the strategy is to develop a brand new product continuously which can satisfy the consumer. The research was carried out because there is no other research which considers consumer behavior, especially at retail. Retail was chosen to be research object because retail was one of consumer access to buy the product, moreover, retail customer has unique characteristics. The purpose of this research is to analyze factors that affected decision making and consumer evaluation on the product attributes, especially to consumer sweet bread packaging in retail.

Data collection method using interviews and questionnaires. The sampling technique used is convenience sampling with a respondent's number is 100 people. The results of the questionnaire were then analyzed with techniques scoring. Results are then analyzed and compiled scoring rank product attributes sweet bread packaging. Sweet bread packaging attributes that were examined, among other flavors, textures, preservative substances, price, ease of consuming, the size of the packaging and the clarity of the expiration date. The importance of the attribute uses a 5 scale, i.e. 1 (not very important), 2 (not important), 3 (moderately important), 4 (important) and the last 5 (very important).

Research shows, in purchase sweet bread packaging consumers most give priority to attribute clarity of the expiration date ( 4,32 ), followed attribute taste (4,15 ), choice taste (4,04 ), texture according to desire ( 3,91 ), without preservative ( 3,88 ), of prices (3,79 ), ease to consume (3,76 ) and the last is the size of packaging (3,58 ). These results show that safety is the primary consideration in choosing consumer products sweet bread packaging

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