

ANALISIS FAKTOR YANG BERPENGARUH TERHADAP PERILAKU KONSUMEN DALAM KEPUTUSAN PEMBELIAN PRODUK SUSU SAPI DI DAERAH ISTIMEWA YOGYAKARTA

Luthfi Triasty Maharsi¹, Henry Yuliando², Jumeri Mangun Wikarta²

ABSTRAK

Jumlah penduduk Daerah Istimewa Yogyakarta (DIY) yang terus meningkat menyebabkan peningkatan kebutuhan pangan sehingga berpotensi untuk menjadi daerah pemasar bagi pelaku industri pangan. Salah satu bahan pangan yang penting bagi pemenuhan gizi adalah susu sapi. Namun, kesadaran konsumsi susu masyarakat di DIY masih rendah. Pusat Inovasi Agroteknologi (PIAT) merupakan salah satu pusat studi di Universitas Gadjah Mada yang memproduksi susu sapi. Saat ini, PIAT akan melakukan pengembangan produknya tersebut sehingga memerlukan informasi mengenai perilaku konsumen susu sapi. Penelitian ini bertujuan untuk menggambarkan karakteristik konsumen susu sapi di DIY, mengukur signifikansi faktor budaya, sosial, pribadi, dan psikologi terhadap keputusan pembelian susu sapi di DIY, serta menghitung besarnya faktor-faktor yang berpengaruh signifikan terhadap keputusan pembelian susu sapi DIY.

Analisis dilakukan dengan menggunakan metode analisis deskriptif dan *Structural Equation modeling* (SEM) menggunakan *software* LISREL. Responden yang terlibat dalam penelitian ini sebanyak 310 responden dengan metode *purposive sampling*. Model awal yang disusun untuk SEM memiliki lima buah variabel laten meliputi faktor budaya, faktor sosial, faktor pribadi, faktor psikologi, dan keputusan pembelian. Model yang telah disusun kemudian diuji kecocokannya melalui uji *Goodness of Fit*.

Berdasarkan hasil karakteristik responden, konsumen susu sapi di wilayah DIY didominasi oleh konsumen dengan jenis kelamin wanita, pekerjaan pelajar/mahasiswa, dan konsumen produk susu cair siap minum (susu UHT, susu pasteurisasi), dan berdomisili di wilayah Sleman. Hasil uji hipotesis menunjukkan bahwa faktor budaya, sosial, dan pribadi tidak memiliki pengaruh yang signifikan terhadap keputusan pembelian produk susu sapi di DIY, faktor yang berpengaruh signifikan terhadap keputusan pembelian produk susu sapi di DIY adalah faktor psikologi. Faktor psikologi yang berpengaruh paling besar dalam keputusan pembelian konsumen adalah motivasi konsumen untuk pemenuhan kebutuhan gizi kalsium dan persepsi konsumen bahwa susu sapi merupakan minuman yang sehat.

Kata kunci : *Susu sapi, faktor budaya, faktor sosial, faktor pribadi, faktor psikologi, perilaku konsumen, keputusan pembelian, structural equation modeling (SEM)*

¹Mahasiswa Jurusan Teknologi Industri Pertanian, Fakultas Teknologi Pertanian UGM

²Staff Pengajar Jurusan Teknologi Industri Pertanian, Fakultas Teknologi Pertanian UGM

ANALYSIS FACTOR THAT INFLUENCED TOWARD CONSUMER'S BEHAVIOR TO THE DECISION PURCHASING COW'S MILK PRODUCT IN DAERAH ISTIMEWA YOGYAKARTA

Luthfi Triasty Maharsi¹, Henry Yuliando², Jumeri Mangun Wikarta²

ABSTRACT

Daerah Istimewa Yogyakarta is potential as a regional market place for food companies. It is because Yogyakarta has great number of population and it keeps increasing make the demand of food necessity is also increasing. One of the foodstuffs that important for filling the nutrient is cow's milk. However, the citizen's awareness toward milk consumption is low. Agro Technology Innovation Centre (PIAT) is one of study centre in Gajah Mada University that produce cow's milk. Nowadays, PIAT will conduct a development for it product and they need the information of cow's milk consumer behavior. This research aim is to describe the characteristic of cow's milk consumer in DIY, to measure the significances of culture factors, social factor, personal factor, and psychological factor to the decision of purchasing cow's milk in DIY, and to calculate the amount of factors that influence toward the decision of purchasing cow's milk in DIY.

Analysis is done by using the descriptive analysis method and Structural Equation modeling (SEM) using LISREL software. Respondent involved in this research are 310 respondents with purposive sampling method. First model arranged to SEM has five latent variables including culture factor, social factor, personal factor, psychological factor, and the decision of consumer. The model that has been arranged then tested to know the appropriateness through Goodness of Fit test.

According to result of respondent characteristics, the cow's milk consumer in DIY is dominated by women, students, and as consumers of fresh milk ready to drink (UHT milk, pasteurization milk), and be domiciled in Sleman. The hypothesis result shows that culture factor, social factor, and personal factor has no significant influenced to the decision of purchasing cow's milk in DIY, the more significant factor to the decision of purchasing cow's milk in DIY is psychological factor. Psychology factor that influenced most in the decision of purchasing is consumers' motivation to fulfill the calcium nutrition necessity and consumers' perception that cow's milk is healthy drink.

Keywords : Cow's milk. Culture factor, social factor, personal factor, psychological factor, consumer behavior, the decision of purchasing, structural equation modeling (SEM).

¹The Student of Agroindustrial Technology Department, Faculty of Agriculture Technology, Gadjah Mada University

²The Lecturer Staff of Agroindustrial Technology Department, Faculty of Agriculture Technology, Gadjah Mada University