

## ABSTRAK

### **PREFERENSI PELANGGAN BERDASARKAN ATRIBUT DAGING SAPI DALAM PENGAMBILAN KEPUTUSAN PEMBELIAN DAGING SAPI DI PASAR TRADISIONAL SINGAPARNA KABUPATEN TASIKMALAYA**

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Penelitian ini bertujuan untuk mengetahui atribut daging sapi yang menjadi preferensi pelanggan, perbedaan preferensi pelanggan terhadap atribut pada daging sapi dan atribut yang paling dominan dipertimbangkan pelanggan dalam pengambilan keputusan pembelian daging sapi di Pasar Tradisional Singaparna Kabupaten Tasikmalaya. Penelitian ini menggunakan metode survei. Lokasi penelitian dipilih secara sengaja (*purposive*) di Pasar Tradisional Singaparna. Dengan penentuan sampel menggunakan teknik tidak berpeluang (*non probability sampling*) : *accidental sampling*. Jumlah responden dalam penelitian ini sebanyak 100 responden. Jenis data yang digunakan adalah data primer dan data sekunder. Metode analisis data yang digunakan adalah analisis *chi square* dan analisis sikap multiatribut *fishbein*.

Hasil penelitian menunjukkan bahwa daging sapi yang menjadi preferensi pelanggan adalah daging sapi yang berwarna merah terang, berlemak sedikit, berserat halus dan bagian daging golongan I (has dalam, has luar dan lamusir) dan seluruh variabel daging sapi berbeda nyata pada taraf kepercayaan 95%. Artinya, preferensi pelanggan terhadap atribut pada daging sapi di Pasar Tradisional Singaparna Kabupaten Tasikmalaya terdapat perbedaan preferensi pelanggan terhadap daging sapi. Sedangkan analisis sikap multiatribut *fishbein* menunjukkan bahwa atribut yang paling dominan dipertimbangkan oleh pelanggan dalam pengambilan keputusan pembelian daging sapi di Pasar Tradisional Singaparna Kabupaten Tasikmalaya adalah warna daging.

**Kata Kunci : Preferensi Pelanggan, Atribut, Keputusan Pembelian**

## **ABSTRACT**

### **CUSTOMER PREFERENCES BASED ON MEAT ATTRIBUTES IN MEAT PURCHASE DECISIONS IN SINGAPARNA TRADITIONAL MARKET, TASIKMALAYA REGENCY**

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This study aims to determine the attributes of beef that are customer preferences, differences in customer preferences for attributes on beef and the most dominant attributes considered by customers in making beef purchasing decisions at Singaparna Traditional Market, Tasikmalaya Regency. This study uses a survey method. The research location was chosen purposively in the Singaparna Traditional Market. By determining the sample using a non-probability sampling technique: accidental sampling. The number of respondents in this study were 100 respondents. The types of data used are primary data and secondary data. The data analysis method used is chi square analysis and multi-attribute fishbein attitude analysis.

The results showed that the beef that became the customer's preference was beef that is bright red in color, has little fat, has fine fiber and is part of the class I meat (inside, out and lamusir) and all beef variables were significantly different at the 95% confidence level. This means that customer preferences for attributes of beef at Singaparna Traditional Market, Tasikmalaya Regency are not the same or there are differences in customer preferences for beef. Meanwhile, fishbein's multi-attribute analysis shows that the most dominant attribute considered by customers in making beef purchasing decisions at Singaparna Traditional Market, Tasikmalaya Regency is the color of the meat.

**Keywords: Customer Preferences, Attributes, Purchase Decision**