

ABSTRAK
KEPUTUSAN PEMBELIAN DAN KEPUASAN KONSUMEN
TELUR AYAM RAS DI PASAR CIKURUBUK KOTA TASIKMALAYA

Oleh
IRFAN FAUZI
NPM 185009118

Dosen Pembimbing
Hj. Betty Rofatin
Nurul Risti Mutiarasari

Tujuan penelitian ini untuk mendeskripsikan karakteristik konsumen dan keputusan pembelian serta menganalisis kepuasan konsumen telur ayam ras di Pasar Cikurubuk Kota Tasikmalaya. Metode penelitian yang digunakan adalah metode survei. Alat analisis yang digunakan adalah analisis deskriptif untuk mendeskripsikan karakteristik konsumen dan keputusan pembelian, serta untuk kepuasan konsumen dianalisis menggunakan *Customer Satisfaction Index* (CSI) dan *Importance and Performance Analysis* (IPA). Penelitian dilaksanakan di Pasar Cikurubuk Kota Tasikmalaya pada 34 responden menggunakan teknik pengambilan sampel *Accidental Sampling* dengan kriteria responden yang sedang membeli telur ayam ras saat penelitian berlangsung. Hasil penelitian menunjukkan bahwa karakteristik responden yang dianalisis dengan analisis deskriptif menunjukkan bahwa responden dominan usia 36-45 tahun, berjenis kelamin perempuan, sudah menikah, pendidikan terakhir lulusan SMA, pekerjaan ibu rumah tangga, jumlah keluarga berkisar 4-6 orang dan memiliki pendapatan rata-rata Rp.2.500.000 sampai Rp 5.000.000. Proses pengambilan keputusan yang dianalisis dengan analisis deskriptif menunjukkan bahwa keputusan pembelian telur ayam ras diantaranya, motivasi responden dalam membeli telur karena kandungan gizi, manfaat yang dicari responden adalah sebagai sumber protein, tujuan responden membeli telur yakni sebagai pemenuhan kebutuhan rumah tangga. Asal informasi berasal dari informasi internal masing-masing responden. Pertimbangan responden membeli telur ialah karena besar kecilnya ukuran. Responden membeli telur secara terencana, pertimbangan responden dalam memilih tempat pembelian karena lokasi pasar dekat dengan rumah. Untuk kepuasan konsumen dianalisis menggunakan alat analisis CSI dan IPA. Perolehan nilai CSI sebesar 63,27 persen yang termasuk dalam kategori puas.

Kata kunci: keputusan pembelian, kepuasan, konsumen, telur ayam ras.

ABSTRACT
PURCHASE DECISION AND CONSUMER SATISFACTION OF
BROILER CHICKEN EGGS IN CIKURUBUK MARKET TASIKMALAYA
CITY

By
IRFAN FAUZI
NPM 185009118

Supervisor
Hj. Betty Rofatin
Nurul Risti Mutiarasari

This study aimed to describe consumer characteristics and purchasing decisions as well as to analyze consumer satisfaction of purebred chicken eggs at Cikurubuk Market, Tasikmalaya City. The research method used is survey method. The analytical tool used is descriptive analysis to describe consumer characteristics and purchasing decisions, as well as for consumer satisfaction is analyzed using the Customer Satisfaction Index (CSI) and Importance and Performance Analysis (IPA). The research was conducted at Cikurubuk Market, Tasikmalaya City on 34 respondents using the Accidental Sampling technique with the criteria of respondents who were buying purebred chicken eggs during the study. The results showed that the characteristics of the respondents analyzed using descriptive analysis showed that the dominant respondents were aged 36-45 years, female, married, last education graduated from high school, housewife, family size ranged from 4-6 people and had an average income an average of IDR 2,500,000 to IDR 5,000,000. The decision-making process analyzed using descriptive analysis showed that the decision to buy eggs of purebred chickens included, the motivation of the respondents in buying eggs because of their nutritional content, the benefits that the respondents were looking for were as a source of protein, the purpose of the respondents to buy eggs was to fulfill household needs. The origin of the information comes from the internal information of each respondent. The consideration of respondents buying eggs is because of the size. Respondents bought eggs in a planned manner, the respondents' considerations in choosing where to buy because the location of the market is close to home. For consumer satisfaction analyzed using CSI and IPA analysis tools. The CSI score was 63.27 percent which was included in the satisfied category.

Keywords: purchasing decisions, consumer, satisfaction, broiler eggs.