

ABSTRAK

PENGARUH EDUKASI KONSUMEN TERHADAP KEPUTUSAN PEMBELIAN SUSU KEFIR (Kasus pada UMKM Azet Kefir Desa Puteran, Kecamatan Pagerageung, Kabupaten Tasikmalaya)

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Rendahnya tingkat konsumsi susu di Indonesia serta terbatasnya pengetahuan masyarakat mengenai produk pangan fungsional seperti susu kefir, mengingat bahwa susu kefir memiliki karakteristik yang memerlukan edukasi konsumen sebelum pembelian. Penelitian ini bertujuan untuk menganalisis tingkat proses edukasi konsumen, tingkat materi edukasi mengenai pengetahuan produk, tingkat keputusan pembelian konsumen, serta pengaruh proses dan materi edukasi mengenai pengetahuan produk terhadap keputusan pembelian susu kefir di UMKM Azet Kefir. Penelitian dilaksanakan di UMKM Azet Kefir, Desa Puteran, Kecamatan Pagerageung, Kabupaten Tasikmalaya, dengan menggunakan metode survei. Jumlah responden dalam penelitian ini sebanyak 32 orang, yang dipilih secara *accidental sampling*. Data dikumpulkan melalui observasi, wawancara menggunakan kuesioner, kemudian dianalisis menggunakan analisis deskriptif kuantitatif pengkategorian serta regresi linier berganda. Hasil penelitian mengindikasikan bahwa proses edukasi dan materi edukasi mengenai pengetahuan produk konsumen secara simultan berpengaruh terhadap keputusan pembelian susu kefir. Secara parsial proses edukasi dan materi edukasi mengenai pengetahuan produk berpengaruh terhadap keputusan pembelian. Namun, materi edukasi mengenai pengetahuan produk konsumen menunjukkan pengaruh yang lebih dominan terhadap keputusan pembelian konsumen.

Kata Kunci: Edukasi Konsumen, Keputusan Pembelian Susu kefir.

ABSTRACT

THE INFLUENCE OF CONSUMER EDUCATION ON KEFIR MILK PURCHASE DECISIONS

***(Case Study of Azet Kefir MSME, Puteran Village, Pagerageung District,
Tasikmalaya Regency)***

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The low level of milk consumption in Indonesia and the limited public knowledge about functional food products such as kefir milk, considering that kefir milk has characteristics that require consumer education before purchase. This study aims to analyze the level of consumer education process, the level of product knowledge education material, the level of consumer purchase decisions, and the influence of educational processes and materials on kefir milk purchase decisions in Azet Kefir MSMEs. The research was carried out at Azet Kefir MSMEs, Puteran Village, Pagerageung District, Tasikmalaya Regency, using a survey method. The number of respondents in this study was 32 people, who were selected accidental sampling. Data were collected through observation, interviews using questionnaires, then analyzed using quantitative descriptive analysis of categorization and multiple linear regression. The results of the study indicate that the educational process and consumer education materials simultaneously affect the purchase decision of kefir milk products. Partially, the educational process and educational materials have an effect on purchasing decisions. However, consumer education materials show a more dominant influence on consumer purchasing decisions.

Keywords: Consumer Education, Kefir Milk Purchasing Decisions.