

ABSTRAK

Beras organik semakin dikenal masyarakat seiring dengan semakin meningkatnya pemahaman dan kesadaran masyarakat Indonesia tentang kepentingan akan kesehatan dan keamanan pangan. Penelitian ini bertujuan untuk: (1) menganalisis karakteristik dan proses pengambilan keputusan pembelian konsumen (2) menganalisis tingkat kepuasan konsumen terhadap produk beras organik (3) mengetahui kesesuaian antara tingkat kinerja dan tingkat kepentingan beras organik berdasarkan identifikasi terhadap atribut-atribut. Penelitian dilakukan di Kabupaten Bondowoso menggunakan analisis deskriptif analitis dengan kriteria responden berumur > 17 tahun keatas serta pernah membeli dan mengonsumsi beras organik. Hasil penelitian menunjukkan, (1) karakteristik konsumen beras organik adalah: mayoritas berjenis kelamin laki-laki, rentang usia 21-30 tahun, berdomisili di Kabupaten Bondowoso, tingkat pendidikan terakhir SMA, berprofesi sebagai wirausaha, pendapatan per bulan Rp. 2.000.000-Rp.3.000.000; konsumen telah melewati semua tahap proses keputusan pembelian; pengenalan kebutuhan konsumen adalah untuk memenuhi kebutuhan pangan sehari-hari; pencarian informasi berasal dari teman; atribut yang paling diperhatikan saat mengevaluasi beras organik adalah jaminan keamanan pangan; keputusan pembelian kebanyakan terencana, 1 bulan sekali, dengan sekali pembelian 5 kg di swalayan, konsumen berminat melakukan pembelian ulang dan ketika harga naik, tetap membeli tetapi dikurangi jumlahnya, (2) Indeks kepuasan konsumen terhadap produk beras organik mempunyai nilai 70,22% yang berarti berada pada kategori puas karena berada diantara nilai $60\% < CSI < 80\%$ (3) Kesesuaian antara atribut tingkat kinerja dan tingkat kepentingan konsumen beras organik di Kabupaten Bondowoso mencapai 99,8 % artinya kinerja atribut sudah baik namun masih ada dua atribut yang belum memenuhi harapan konsumen.

Kata Kunci : beras organik, CSI, kepuasan konsumen, keputusan pembelian

ABSTRACT

Organic rice is becoming well known to Indonesian society due to the increasing of understanding and awareness on of health and food safety. This research aimed to: (1) analyze the characteristics and process of consumer purchasing decisions (2) analyze the level of consumer satisfaction with organic rice products (3) determine the suitability between the level of performance and the level of importance of organic rice based on identification of the attributes. The research was conducted in Bondowoso Regency using analytical descriptive analysis with the criteria that respondents were aged > 17 years and over and had purchased and consumed organic rice. The results of the research show, (1) the characteristics of organic rice consumers are: the majority are male, age range 21-30 years, domiciled in Bondowoso Regency, highest education level, high school, working as an entrepreneur, monthly income Rp. 2,000,000-Rp. 3,000,000; consumers have gone through all stages of the purchasing decision process; recognition of consumer needs is to meet daily food needs; search information comes from friends; the attribute that is most considered when turning on organic rice is the guarantee of food safety; purchasing decisions are mostly planned, once a month, with a single purchase of 5 kg at the supermarket, consumers are interested in repurchasing and when the price rises, they still buy but reduce the quantity, (2) the consumer satisfaction index for organic rice products has a value of 70.22% which means in satisfied category because the value between $60\% < CSI < 80\%$ (3) conformity between the performance level attributes and the interest level of organic rice consumers in Bondowoso Regency reaches 99.8%, meaning that the performance attributes were good but there were two attributes had not meet the consumer expectations yet.

Keywords: consumer satisfaction, CSI, organic rice, purchasing decisions