

ABSTRAK

Milk chocolate merupakan salah satu produk yang dihasilkan agrowisata di Doesoen Kakao Glenmore Banyuwangi. Penelitian ini bertujuan untuk menganalisis sikap dan kepuasan konsumen terhadap produk *milk chocolate*. Metode pengambilan sampel menggunakan *accidental sampling*. Metode analisis data menggunakan Multiatribut Fishbein dan *Customer Satisfaction Index* (CSI). Sikap konsumen terhadap produk *milk chocolate* dinilai positif. Konsumen menerima baik produk *milk chocolate*. Atribut produk *milk chocolate* yang paling dipertimbangkan oleh konsumen dalam mengambil keputusan pembelian secara berurutan yaitu atribut warna, rasa, tekstur, aroma, harga, dan kemasan. Tingkat kepuasan konsumen terhadap produk *Milk Chocolate* berdasarkan indeks CSI sebesar 74,78% yang berada pada kategori puas.

Katakunci: *Customer Satisfaction Index* (CSI), Kepuasan Konsumen, Multiatribut Fishbein, Sikap



ABSTRACT

Milk chocolate is one of the products produced by agro tourism in Doesoen Kakao Glenmore Banyuwangi. This study aims to analyze consumer attitudes and satisfaction towards milk chocolate products. The sampling method used accidental sampling. The data analysis method used Multiattribute Fishbein and Customer Satisfaction Index (CSI). Consumer attitudes towards milk chocolate products were assessed as positive. Consumers received milk chocolate products well. The milk chocolate product attributes that were most considered by consumers in making purchasing decisions in sequence were color, taste, texture, aroma, price, and packaging. The level of consumer satisfaction towards Milk Chocolate products based on the CSI index was 74.78% which was in the satisfied category.

Keywords : Attitude, Consumer Satisfaction, Customer Satisfaction Index (CSI), Fishbein Multi-Attribute Index

