

**Analisis Sikap Dan Kepuasan Konsumen Terhadap Atribut Produk Kue  
Kacang UD. Rojifia Di Kecamatan Mayang Kabupaten Jember**  
*(Analysis of Consumer Attitudes and Satisfaction on Product Attributes of Peanut  
Cookies UD. Rojifia in Mayang District, Jember Regency)*

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**ABSTRACT**

*This research is motivated because the development of business in Indonesia is currently growing very rapidly. This can be seen from the many types of businesses that are starting to develop, one of which is the most widely run processing industry in the culinary field. This study also aims to determine consumer attitudes and satisfaction with product attributes of UD Kacang cake. Rojifia in Mayang District, Jember Regency. The population in this study are consumers who buy peanut cookies at UD. Rojifia while the sample used was 40 respondents. The sampling technique used is incidental sampling technique. The analysis used in this research is Fishbein Multi-attribute analysis and Customer Satisfaction Index (CSI). The results of the overall value of consumer attitudes (A0 Total) towards peanut cake products is 78,83. The total value of consumer attitudes is 78,83 between the interval (32,2 > A0 > 102,4) which means that it is included in the negative attitude category. The results of the research on Fishbein's Multi-attribute analysis, it was found that the taste attribute had the highest value at the level of confidence (bi) getting a score of 4.65 and at the level of importance (ei) getting a score of 4.70. Based on the results of the analysis showed that consumer attitudes toward the attributes of peanut cake is negative. For the results of the Customer Satisfaction Index (CSI) of UD. Rojifia 88.57%, the calculation value which shows that UD consumers. Rojifia is categorized as very satisfied.*

*Keyword: UD. Rojifia peanut cake, Multiatribut Fishbein, Cutomer Satisfaction Index (CSI)*