

***Analysis of Consumer Attitudes and Performance of ABC Macaroni Product
Attributes at UD Vira in Jember Regency***
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ABSTRACT

This research was conducted to determine consumers' attitudes and attribute performance on Makaroni ABC UD Vira products in Jember Regency. The attributes studied include taste, texture, price, color, packaging design, packaging hygiene, product availability, and expiration date. These attributes were chosen based on a review of previous research literature. The population in this study was ABC macaroni consumers, with a sample size of 80 respondents. The analysis tools used were multi-attribute Fishbein analysis and importance-performance analysis. Based on the research results, the consumer attitude score obtained was 155.33, which falls into the category of Neutral. The attribute performance received a percentage score of 67.05%. The IPA Cartesian diagram shows that there are 2 attributes in Quadrant A, making them top priorities. These attributes are packaging design and expiration date. Quadrant B, which indicates the need to maintain performance, is occupied by attributes such as taste, texture, price, and product availability. Quadrant C, representing low priority, is occupied by attributes like packaging hygiene and color.

Keyword : *Attitude, Consumer, Attribute Performance, Multiattribute Fishbein, Importance Performance Analysis*