

Analisis Sikap Konsumen dan Keputusan Pembelian Telur Ayam Ras di Kecamatan Summersari Kabupaten Jember. (*Analysis of Consumer Attitudes and Purchasing Decisions of Chicken Eggs in Kecamatan Summersari Kabupaten Jember.*). Pembimbing : Dr. Ir. Hariadi Subagja, S. Pt. MP. IPM.

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ABSTRACT

This study aims to determine consumer attitudes and purchasing decisions towards eggs. Attitude components studied include interests and beliefs in which there are attributes of purebred chicken eggs such as egg price, net shells, egg size, availability and accessibility. Purchase decision as the dependent variable (Y) and the independent variable namely location (X1), price (X2), promotion (X3) and product (X4). The sample used is in the form of consumers of purebred chicken eggs in district Summersari Jember regency. The sampling technique used was purposive sampling . Data collection is done directly by distributing questionnaires to consumers as many as 100 people. The analysis used in the form of Multiatribut fisbein and Chi squared k samples for attitudes and purchasing decisions using multiple linear regression analysis were first tested using the classical assumption and then analyzes test hypotheses in the form of R^2 , F test and t test. The results showed that there are differences in the level of importance of attributes $35.197 > 26.296$ (table) and differences in the level of confidence $42.296 > 26.296$ (table) attitudes of consumers of purebred chicken eggs in Summersari district, Jember district. The results of testing the decision to purchase eggs and variables that have a positive and significant effect include the location variable $0.005 < 0.05$, the price variable $0.015 < 0.05$, and the product variable $0.025 < 0.05$, the variables that do not have a positive and significant effect, namely the variable promotion $0.633 > 0.05$.

Keywords: Attitude , Purchase Decision , Chicken Eggs