

**Analisis Sikap Konsumen Terhadap Produk Susu *pasteurisasi* Bestcow di
Kecamatan Ajung Kabupaten Jember**
(*Analysis of Consumer Attitude Toward Bestcow Pasteurized Milk in Ajung,
Jember Regency*)

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ABSTRACT

Tight competition in business requires companies to produce consumers desire products. The bestcow milk village is an education tourism for dairy cows as well as a producer of consumed cow's milk. This research aims to determine the Consumers characteristics and consumers attitude toward Bestcow pasteurized milk in Ajung, Jember Regency. It was use Sampling Insidental Technique with sample of 50 consumers. The data was analyzed by using Descriptive Analysis and Multiattribute Fishbein. The result of this research shows that characteristic of consumers who buy bestcow pasteurized milk are has last educated on high school / equivalent with a total of 28 people or 56%, For gender is dominated by women whose age in the range of 16-25 years, mainly whom are still students and housewives. Respenden who in the range age of 16-25 years are 52 or 52%, mainly respondents in this research are youth. Based on Multiattribute Fishbein, shows that Taste atribute has the highest value on level of confidence (b_i) and level of importance (e_i). Value of taste atribute has score on level of importance (e_i) of 4,44 and score on level of confidence (b_i) of 4,18. Based on analysis result shows that the consumers attitude on atributes of bestcow pasteurized milk are Very Positive

Key words : *Bestcow Pasteurized Milk , Consumers Attitude, Consumers Characteristic, Descriptive Analysis, Multiattribute Fishbein.*