

RINGKASAN

BINTARO DODIK SUKMA. 0910440251. Analisis Sikap dan Perilaku Konsumen terhadap Keputusan Pembelian Rokok Gudang Garam *International* berdasarkan Atribut Produk (Studi Kasus di Kelurahan Ketawanggede, Kota Malang). Dibawah bimbingan Bapak Dr. Ir. Abdul Wahib Muhaimin, MS. dan Ibu Dwi Retno Andriani, SP. MP.

Banyaknya perusahaan rokok di Indonesia menunjukkan adanya persaingan usaha yang kompetitif. Salah satu strategi pemasaran yang dapat diterapkan untuk mempengaruhi pembelian adalah dengan memperhatikan sikap dan perilaku konsumen melalui penawaran atribut produk. Salah satu produk rokok unggulan milik PT Gudang Garam Tbk adalah rokok dengan merek Gudang Garam *International*.

Adapun tujuan dari penelitian ini adalah: (1) Menganalisis atribut produk apa saja yang dipertimbangkan konsumen dalam pembelian produk rokok Gudang Garam *International*. (2) Menganalisis atribut produk apa yang paling dominan dipertimbangkan konsumen dalam pembelian produk rokok Gudang Garam *International*. (3) Menganalisis sikap konsumen dalam pengambilan keputusan pembelian rokok Gudang Garam *International* berdasarkan atribut produk. (4) Menganalisis perilaku konsumen dalam pengambilan keputusan pembelian rokok Gudang Garam *International* berdasarkan atribut produk.

Penelitian ini dilakukan secara sengaja (*purposive*). Teknik pengambilan sampel pada penelitian ini menggunakan metode *non-probability sampling* dan dengan metode *Accidental Sampling*, pada responden konsumen tetap, yang minimal memiliki pengetahuan ataupun pernah mengonsumsi produk rokok Gudang Garam *International* di Kelurahan Ketawanggede, Kota Malang yang berjumlah 55 responden. Metode analisis data yang digunakan antara lain: (1) uji Cochran Q test; (2) uji validitas; (3) uji reliabilitas; (4) analisis model sikap (multiciri atribut) dan maksud perilaku (*Theory of Reasoned Action*) dari Fishbein.

Hasil penelitian menunjukkan, bahwa (1) Dari 11 atribut produk yang ditawarkan yang meliputi label, kemasan (pita cukai, desain), harga, merek, sifat produk (isi, aroma, rasa, ukuran, jenis, serta kandungan nikotin dan tar, terdapat 6 atribut yang relevan dipertimbangkan konsumen dalam pembelian produk rokok secara umum, khususnya rokok Gudang Garam *International*. Atribut produk tersebut yaitu harga, merek, isi, aroma, rasa, dan jenis rokok. (2) Atribut produk “rasa” adalah atribut yang paling dominan dipertimbangkan dalam mengambil keputusan pembelian rokok Gudang Garam *International*. (3) Sikap konsumen cenderung netral untuk membeli rokok Gudang Garam *International*. (4) Maksud perilaku konsumen cenderung ragu-ragu untuk membeli rokok Gudang Garam *International*.

Kata Kunci: sikap dan perilaku konsumen, atribut produk

SUMMARY

BINTARO DODIK SUKMA. 0910440251. Analysis of Consumer Attitudes and Behavior towards The purchase of Gudang Garam International Cigarette based on Product Attributes (Case Study in Ketawanggede Village, Malang City). Under the Guidance of Mr. Dr. Ir. Abdul Wahib Muhaimin, MS. and Mrs. Dwi Retno Andriani, SP. MP.

The number of cigarette companies in Indonesia indicate the existence of a competitive competition. One of the marketing strategies that could be applied to influence its purchase is paying attention to consumers attitudes and behaviors through offering product attributes. One of the leading cigarette brands owned by PT Gudang Garam Tbk is a cigarette brand of *Gudang Garam International*.

As for the purposes of this research are: (1) To analyze product attributes that consumers consider in purchase of cigarette products of *Gudang Garam International*. (2) To analyze the most dominant product attribute that consumers consider in purchase of the cigarette products of *Gudang Garam International*. (3) To analyze consumer attitudes in deciding to purchase the cigarettes of *Gudang Garam International* based on product attributes. (4) To analyze consumer behaviors in deciding to purchase the cigarettes of *Gudang Garam International* based on product attributes.

The research is done intentionally (purposive). Sampling techniques in this research use non-probability sampling and accidental sampling methods, on the remain consumer respondents, in Ketawanggede Chief of Village, Malang, amounting to 55 respondents which at least have knowledge or never consume cigarette products of *Gudang Garam International*. Data analysis methods used include: (1) Cochran Q test, (2) validity test, (3) reliability test, (4) analysis of gestures (multi-characteristic of attributes) and behavioral intentions (Theory of Reasoned Action) of Fishbein.

The results showed that: (1) From the 11 product attributes offered which include labels, packaging (excise stamps, design), price, brand, product properties (content, aroma, flavor, size, type, as well as content of the nicotine and tar), there were 6 relevant attributes consumers consider in purchase of the cigarette products in general, particularly the cigarettes of *Gudang Garam International*. The product attributes namely price, brand, content, aroma, flavor, and type of cigarettes. (2) Product attribute of "flavor" is the most dominant attribute which was considered in deciding to purchase the cigarettes of *Gudang Garam International*. (3) Consumer attitudes tend to be neutral in purchase of the cigarettes of *Gudang Garam International*. (4) The intentions of consumer behaviors tend to be hesitant to purchase the cigarettes of *Gudang Garam International*.

Keywords: consumer attitudes and behavior, product attributes.