

**ABSTRAK**

Analisis Sikap Konsumen Terhadap Atribut Roti  
Studi kasus  
Perusahaan Roti “Pak Sudi” di Argomulyo Sedayu Bantul

Mayasari Sudiasih  
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2011

Tujuan penelitian ini adalah untuk mengetahui 1) karakteristik konsumen produk roti Pak Sudi. 2) Sikap konsumen terhadap atribut produk roti Pak Sudi. 3) Atribut produk yang paling dominan mempengaruhi sikap konsumen pada produk Roti Pak Sudi. Teknik pengumpulan data yang digunakan adalah wawancara, kuesioner, dan observasi. Sampel yang di digunakan adalah konsumen yang berada di kelurahan Argomulyo dan berjumlah 100 responden. Teknik analisis data yang digunakan adalah: 1) Analisis persentase yang bertujuan untuk menganalisis karakteristik konsumen. 2) Analisis prioritas kepentingan untuk mengetahui atribut yang menjadi prioritas konsumen dalam melakukan pembelian produk roti. 3) Analisis *Multiattribute Attitude Model* untuk mengetahui sikap konsumen terhadap atribut – atribut produk roti Pak Sudi. Berdasarkan hasil analisis data ditemukan bahwa:

1. Atribut harga dianggap paling menentukan sikap konsumen dalam melakukan pembelian produk roti Pak Sudi. Atribut berikutnya adalah atribut rasa, ukuran, aroma, dan kemasan.
2. Sikap konsumen secara keseluruhan terhadap atribut produk roti Pak Sudi relative sangat baik dengan Ab sebesar 4,8965.

**ABSTRACT**

An Analysis on Consumers' Attitudes towards the Attributes of Bread  
A Case Study  
"Pak Sudi" Bakery in Argomulyo Sedayu Bantul

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This research was aimed to find out 1) consumers' characteristics of Pak Sudi bakery products. 2) Consumers' attitudes towards the attributes of Pak Sudi bakery products. 3) The most dominant attribute of the product that influenced the consumers' attitudes towards Pak Sudi bakery products. The data were collected by interview, questionnaires, and observation. There were 100 respondents from Argomulyo as the sample. The data were analyzed using two techniques: 1) percentage analysis that aimed to analyze the characteristics of consumers. 2) Interest Priority analysis that aimed to find out the attributes that became the consumers' priority when purchasing the bakery products. 3) Multi Attributes Attitude Model analysis that aimed to find out the consumers' attitudes towards the attributes of Pak Sudi bakery products. Based on the data analysis, the research found that:

1. The price tags were considered to be the most dominant attribute for the consumers to purchase Pak Sudi bakery products. The next attributes were the attributes of taste, size, aroma, and packaging.
2. In general, the consumers' attitudes towards Pak Sudi bakery products were relatively very good with Ab of 4.8965.