

ABSTRAK
PENGARUH PERSEPSI KONSUMEN ATAS RASA, HARGA
DAN KEMASAN PADA MINAT BELI ULANG *BRAND*
COKELAT *MADE IN* YOGYA

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2018

Penelitian ini memiliki tujuan menganalisis; 1) persepsi konsumen atas rasa, harga dan kemasan berpengaruh pada sikap konsumen terhadap *brand* coklat *made in* Yogya (Monggo dan nDalem); 2) perbedaan sikap terhadap *brand* coklat *made in* Yogya dilihat dari karakteristik konsumen yaitu wisatawan dan penduduk lokal Yogyakarta; 3) pengaruh sikap konsumen terhadap *brand* coklat *made in* Yogya pada minat beli ulang Monggo dan nDalem. Penelitian ini dilakukan di Kotagede dan *outlet stand* coklat di *Mall* sekitar Yogyakarta dengan metode wawancara. Hasil dari penelitian digunakan sebagai dasar untuk membuat kuesioner yang akan digunakan pada penelitian. Penelitian dilakukan dengan survei melalui kuesioner dengan pengambilan sampel sebanyak 140 responden.

Penelitian tahap pertama, tahap kedua dan tahap ketiga, analisis data menggunakan teknik analisis regresi linier berganda, uji beda rata-rata *independent sample T-Test* dan regresi linier sederhana. Hasil dari penelitian ini menunjukkan; 1) persepsi konsumen atas rasa, harga dan kemasan berpengaruh positif pada sikap konsumen terhadap *brand* coklat *made in* Yogya (Monggo dan nDalem); 2) tidak ada perbedaan sikap terhadap *brand* coklat *made in* Yogya dilihat dari karakteristik konsumen yaitu wisatawan dan penduduk lokal Yogyakarta; 3) sikap konsumen terhadap *brand* coklat *made in* Yogya berpengaruh positif pada minat beli ulang Monggo dan nDalem.

Kata Kunci : Rasa, Harga, Kemasan, Sikap dan Minat Beli Ulang.

Abstract

The Influence of Consumers' Perception of the Flavor, Price and Packaging on Repurchase Intention of Chocolate Made-in Yogya brands

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This research aims to analyze: 1) consumers' perception of the flavor, prices and packaging on the consumers' attitude towards the chocolate made in Yogya brands which are Monggo and nDalem; 2) the differences of the attitude of consumers towards the chocolate brand made-in Yogya considering the characteristics of consumers which are tourists and local residents from Yogya; 3) the influence of the consumers' attitude towards chocolate made in Yogya brands on the repurchase intention of Monggo and nDalem chocolate. This research was conducted in Kotagede and some chocolate outlets in department store's in Yogyakarta. Moreover, the method used in the first phase of research is interview. Furthermore, the result of the research is used for arranging the questionnaires. In addition, a survey was done using questionnaires which a sample group of 140 respondents.

The data analysis techniques used are multiple linear regression analysis, independent sample T-Test and simple linear regression. Therefore, the result of this research shows that: 1) the consumers' perception of the flavor, prices, and packaging has a positive impact on the consumers' attitude towards chocolate made-in Yogya brands which are Monggo and nDalem; 2) there are no differences towards chocolate made-in Yogya brands considering the consumers' characteristics which are tourists and local residents around Yogya; 3) the consumers' attitude of chocolate made-in Yogya brands has influenced positively on the repurchase intention of Monggo and nDalem chocolate.

Keywords : Flavor, Prices, Packaging, Attitude and Repurchase Intention.