

INTISARI

PROSES PENGAMBILAN KEPUTUSAN PEMBELIAN KONSUMEN “SHASA *EGG ROLL* UBI UNGU” DESA BEDUKAN, KECAMATAN PLERET, KABUPATEN BANTUL. 2015. KHOTIMAH KURNIAWATI (Skripsi dibimbing oleh Dr.Ir.Sriyadi.MP & Retno Wulandari, SP.M.Sc). Dalam mengembangkan produk yang berinovasi, industri rumah tangga “Shasa *Egg Roll* Ubi Ungu” memproduksi *egg roll* yang berbeda dengan menggunakan bahan baku ubi ungu. Tujuan penelitian ini adalah mengetahui profil industri rumah tangga “Shasa *Egg Roll* Ubi Ungu” di Desa Bedukan, Pleret, Bantul dan mengetahui proses pengambilan keputusan pembelian konsumen “Shasa *Egg Roll* Ubi Ungu”. Proses pengambilan keputusan pembelian konsumen melalui tahap pencarian informasi, mengenali kebutuhan, keputusan pembelian dan perilaku pasca pembelian. Dalam upaya untuk mengetahui proses pengambilan keputusan pembelian konsumen “Shasa *Egg Roll* Ubi Ungu”, penelitian dilakukan dengan mencari konsumen yang membeli produk di lokasi penelitian Rumah Produksi “Shasa *Egg Roll* Ubi Ungu”, Swalayan Mirota Kampus dan Pusat Oleh-Oleh Bakpia Pathuk. Data dikumpulkan melalui observasi dan menggunakan angket, dan dianalisis secara deskripsi. Hasil penelitian menunjukkan bahwa sebelum membeli produk “Shasa *Egg Roll* Ubi Ungu”, responden mencari informasi tentang produk melalui teman. Informasi yang didapatkan menjadi pertimbangan untuk membeli produk tersebut. Alasan responden membeli produk “Shasa *Egg Roll* Ubi Ungu” dipengaruhi oleh bahan baku yang digunakan yaitu ubi ungu. Setelah membeli produk “Shasa *Egg Roll* Ubi Ungu”, responden akan membeli kembali di lain waktu.

Kata kunci: konsumen, pembelian “Shasa *Egg Roll* Ubi Ungu”, proses pengambilan keputusan.

**PROSES PENGAMBILAN KEPUTUSAN PEMBELIAN
KONSUMEN “SHASA EGG ROLL UBI UNGU”
DESA BEDUKAN, KECAMATAN PLERET, KABUPATEN BANTUL**

*The Purchase Decision Making Process Of “Shasa Egg Roll Ubi Ungu”
Customers At Bedukan Village, Pleret, Bantul*

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Abstract

In developing innovating products, home industry of "Shasa Egg Roll Ubi Ungu" make different egg roll manufactures using sweet purple materials. The purpose of this study was to determine the profile of domestic industry "Shasa Egg Roll Ubi Ungu" in the village of Bedukan, Pleret, Bantul and knowing the customer purchase decision "Shasa Egg Roll Ubi Ungu". Purchase decision-making process through the stages of information search, identify needs, purchase decision and post-purchase behavior. In an effort to determine the consumer purchase decision making process "Shasa Egg Roll Ubi Ungu", research conducted by finding consumers who purchase the product in the location research home industry "Shasa Egg Roll Ubi Ungu", Swalayan Mirota Kampus and Pusat Oleh-Oleh Bakpia Pathuk. Data were collected through questionnaires, analyzed further description. Results of the study showed that before buying the product "Shasa Egg Roll Ubi Ungu", respondents sought information about the product through a friend and from the information obtained into consideration for the purchase of these products. Reasons respondents buy products "Shasa Egg Roll Ubi Ungu" is influenced by the raw materials used are sweet purple. After purchasing the product "Shasa Egg Roll Ubi Ungu", the respondents will buy back another time.

Keywords: consumers, purchase of "Shasa Egg Roll Ubi Ungu", decision-making process