

**PENGAMBILAN KEPUTUSAN KONSUMEN DALAM PEMBELIAN
KERIPIK BUAH DI MALANG**

Consumer Decision-making in Purchasing Fruit Chips in Malang

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ABSTRACT

The aim of this study are to determine consumer characteristics of fruit chips, decision making process and the factors that influence the decision of purchasing fruit chips in Malang. The determination of location was done purposively, with the consideration of the first location is a gift shop that close to the fruit chips factory and the second location is a store that located in the central area of gift shops in Malang. The data was used is the primary data, which comes directly from the source. Method of collecting data was questionnaire distribution technique, and then the data was analyzed by using descriptive analysis technique and chi-square. In general, the results of research on 40 respondents showed that most of the respondents of fruit chips are male, coming from Malang, having high school education background and having income less than Rp. 2.500.000, - per month. In teh process of deciding to buy fruit chips, costumer states that its important to buy. Most of them are informed by their relatives of friends. The main consideration in prochasing the chips are the price and buying the other kinds of fruit chips when the intended chips run out. In the frist pruchasing, mostly it has been planed, later it depends on the situation which is done twice in a month. The most favorite chips is the 100 packaged jackfruit chips. Entirety, factor of age, gender, origin region, occupation and incomedo not influence to variable of frequency decision, amount, kind, and weight. Factorthat affected the decision of amount purchase is age, the frequency of purchases influenced by sex, the number of purchases and the kinds of products affected by the occupation of the respondent.

Keywords: consumer, purchase decision, fruit chips, decision-making factors.