

ANALISIS KEPUASAN KONSUMEN DI DAPUR MPOK DUREN YOGYAKARTA

Analysis of Customers Satisfaction in Dapur Mpok Duren of Yogyakarta

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ABSTRACT

The aims of this research is to find out how the Dapur Mpok Duren's consumer characteristics, consumers decision process on purchasing durian soup, and their satisfaction on Dapur Mpok Duren. The location is choosen by purposive method because Dapur Mpok Duren is a well known soup durian seller and many people come to this place. The people who came to this place is not only local citizen but also tourist who come to Yogyakarta. The data on this research is collected by observation and the division of the questionnaire and then being analyzed with descriptive analysis method and likert scale. The result of this research, which is taken from 30 respondents, show that mostly of the consumer are woman, with academic background are student, and their monthly income are less than Rp1.000.000,-. On the need recognition phase, known that people buy and consume durian soup because of their habit. On the information research, known that they do not find any information in order to buy durian soup, they got the information from their friend and also know Dapur Mpok Duren since the last one year. On the alternative evaluation, people decide to buy durian soup at Dapur Mpok Duren because of its taste. On the purchase decision, consumer decide to buy soup durian because of their friend. Consumer satisfaction on the product quality is about 80%, which is means that consumer are very satisfied by the quality of the Dapur Mpok Duren's product. Consumer are satisfied on the service quality given by Dapur Mpok Duren's management, shown by number of 68%.

Keywords: consumer, consumer satisfaction, product quality, service quality