

ABSTRACT

THE CONSUMEN MOTIVATION OF FRIED MUSHROOM MEATBALL "MR. JARENG" IN DIY. 2012. Nurul Salehawati. (Susanawati SP, MP and Ir. Nur Rahmawati, MP). This study aims are to description the profile and konsumen's motivation fried mushroom meatball "Mr. Jareng" and analysis the relation of atribut's motivation with the condition of selling fried mushroom meatball "Mr. Jareng" in every segments. They are students in school, students in university and general society. The method was used stratified sampling, the population was gived in three segment, and than to choose the canteen object use simple random sampling, every segment in every condition of selling take 10% from all population and to choose the respondent use random sampling based on time. The analysis technique used description and phi correlation. Consumers fried mushrooms meatballs "Mr. Jareng" to student segmen,(in schools and university) over all are female, while segment the in general society over all are men. Consumer allowance students of Rp. 11.000-Rp. 16.900 and Rp.30.000-Rp.35.000, and revenue between Rp. 900.000-Rp. 1.299.900. Consumers favorite meals is something that is fried. Dominant motivation in three segments is taste. The relation of atribute motivation and condition of selling fried mushroom meatball, signification in alpha 5% and 10%, students segments are taste, easy to get, and habit. In university segments are five atribute, there are price, taste, texture, practicality, safety and nutrients. In general population no one atribute give correlate with condition of selling fried mushroom meatball "Mr Jareng".

Keywords: Motivation, Condition of selling, Profile, motivation