

ANALISIS MINAT BELI ULANG DAGING AYAM PETELUR PADA PT SENTRA GEMILANG MULIA SEDAYU BANTUL

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Abstrak

Penelitian tugas akhir ini bertujuan untuk mengetahui bagaimana minat beli ulang daging ayam petelur pada PT Sentra Gemilang Mulia Sedayu Bantul yang berdasarkan hasil pemetaan pada indikator minat beli ulang seperti minat transaksional, minat referensial, minat preferensial dan minat eksploratif. Populasi dari penelitian ini adalah konsumen yang membeli daging ayam petelur di PT Sentra Gemilang Mulia. Sampel yang akan diambil sebanyak 56 responden dan merupakan konsumen yang pernah melakukan pembelian daging ayam petelur di PT Sentra Gemilang Mulia. Teknik pengumpulan sampel menggunakan metode *nonprobability sampling*. Analisis data dalam penelitian ini menggunakan uji validitas, uji reliabilitas dan *arithmetic mean*. Metode pengumpulan data dalam penelitian ini menggunakan penyebaran kuesioner secara langsung atau *offline*, studi pustaka dan observasi langsung pada objek yang diteliti. Berdasarkan hasil pengolahan menggunakan *arithmetic mean* didapatkan nilai rata-rata keseluruhan 3,20. Hasil penelitian ini memberikan informasi bahwa responden setuju dengan setiap pernyataan tentang seluruh indikator minat beli ulang yang meliputi minat transaksional, minat referensial, minat preferensial dan minat eksploratif, sehingga produk daging ayam petelur PT Sentra Gemilang Mulia masih dapat bersaing secara kompetitif dengan daging ayam lain dan mampu memenuhi ekspektasi konsumennya dengan memberikan produk yang lebih baik dan berkualitas.

Kata Kunci: *Minat Beli Ulang, Nonprobability Sampling, Arithmetic Mean*

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**THE ANALYSIS OF REPURCHASE INTENTION IN LAYER CHICKEN
MEAT AT PT SENTRA GEMILANG MULIA SEDAYU BANTUL**

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Abstract

This final project research aims to find out how interest in repurchasing laying hen meat is at PT Sentra Gemilang Mulia Sedayu Bantul based on mapping results on indicators of repurchase interest such as transactional interest, referential interest, preferential interest and exploratory interest. The population of this research is consumers who buy laying hen meat at PT Sentra Gemilang Mulia. The samples taken were 56 respondents and were consumers who had purchased laying hen meat at PT Sentra Gemilang Mulia. The sample collection technique uses a nonprobability sampling method. Data analysis in this research was carried out using validity tests, reliability tests and arithmetic mean. The data collection method in this research was carried out using questionnaire distribution directly or offline, literature study and direct observation of the object under study. Based on the results of processing using the arithmetic mean, an overall average value of 3.20 was obtained. The results of this research provide information that respondents agree with each statement regarding all indicators of repurchase interest which include transactional interest, referential interest, preferential interest and exploratory interest, so that PT Sentra Gemilang Mulia's laying chicken meat products can still compete competitively with other chicken meat and able to meet consumer expectations by providing better and better quality products.

Keyword: *Repurchase Intention, Nonprobability Sampling, Arithmetic Mean*

