

Pencarian Sumber Informasi Sebagai Strategi Pengurangan Persepsi Risiko Pembelian Daging Ayam di Supermarket pada Konsumen Perkotaan (Studi Kasus: Konsumen Jabodetabek)

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Abstrak

Persepsi resiko merupakan hal penting dalam perilaku konsumen, sedangkan pencarian sumber informasi merupakan salah satu strategi untuk menurunkan persepsi resiko. Berbelanja daging ayam di supermarket merupakan hal umum yang dilakukan konsumen Indonesia. Salah satu faktor yaitu kenyamanan berbelanja di supermarket menjadi harapan konsumen untuk mengurangi persepsi resiko dalam pembelian daging ayam.

Penelitian ini dilakukan untuk membuktikan bahwa masih terdapat persepsi resiko dalam pembelian daging ayam di supermarket. Sumber informasi dari pengalaman belanja lampau menjadi hal paling bermanfaat dalam mengurangi persepsi resiko. Selain itu, terdapat perbedaan pencarian sumber informasi antara dua kelompok persepsi resiko tinggi dan rendah. Penelitian ini diharapkan dapat bermanfaat bagi konsumen, peternak dan penjual.

.....Perceived risk is an important factor in studying consumer behavior, whereas information sources seeking is a risk reducing strategy. Buying chicken at the supermarket is a common activity done by many Indonesians consumers specially in urban area. One factor like shopping convenience play an important role in reducing perceived risk when buying chickens at the supermarket.

This research is made to prove that perceived risk in chicken shopping at supermarket still exist. The choice of information source which is obtained from individual's past experiences has become great advantage to reduce the level of perceived risk. Besides, this research will also describe the difference of information sources seeking between high consumer's perceived risk group and low consumer's perceived risk group. Hopefully this research will give advantage for consumer, chicken farmers as well as seller.