

Perilaku Konsumen Produk Susu Pasteurisasi Koperasi Pesat Kabupaten Banyumas

Title	Perilaku Konsumen Produk Susu Pasteurisasi Koperasi Pesat Kabupaten Banyumas
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Abstract	<p>Backgrounds. Research entitled "CONSUMER BEHAVIOR OF PASTEURIZATION MILK OF PESAT COOPERATIVE BANYUMAS DISTRICT " aims: (1) Describe the socio-demographic profile of asepturized milk consumers produced by PESAT Cooperative and (2) Analyzing consumer behavior related to consumption orientation (consumption goals, consumption frequency, access to product information, and consumption decision making). Materials and Methods. The study was conducted using a survey method with 30 respondents selected using the quote sampling method with incidental sampling respondents' retrieval techniques on milk consumers in the PESAT Cooperative sales showroom. The data obtained were analyzed using descriptive statistics. Results. The results of this study indicate that PESAT Cooperative pasteurized milk respondents were dominated by young people with an average of 23.63 years, most of them were male with the back of students and private employees. Most of the respondents purchased PESAT cooperative milk for resale. Most direct consumers make purchases three times per month. Prices and locations are the highest priority that consumers consider in purchasing activities. Most consumers are interested in buying PESAT Cooperative milk products due to the color / taste and understanding of nutritional content. Conclusion. Consumers have a good assessment of the quality of PESAT Cooperative milk production.</p>
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