

ABSTRACT

ANALYSIS OF CONSUMER ATTITUDES ON CULINARY LAMPUNG WALK BANDAR LAMPUNG WITH FISHBEIN MODEL

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The consumer attitude is a person's overall evaluation or evaluation of a concept for an object and behavior. In this study, the object was Lampung Walk culinary. The purpose of this study was to determine consumer attitudes on Lampung Walk culinary based on the product attributes of the Culinary in Lampung Walk. The attributes were taste, price, location, facilities, menu variations, and parking area. This type of study was quantitative research. The samples in this study was 100 visitors of Lampung Walk Culinary. The analysis technique used Multi-attribute Fishbein attitude towards objects. The result of this study showed that consumer attitudes on product attributes from the Culinary Lampung Walk were Neutral, which means neither judging good nor judging bad.

Keywords: Consumer Attitude, Product Attributes, Fishbein Attitude Model

