

**ANALISIS SIKAP KONSUMEN TERHADAP PRODUK MINUMAN TEH
BOTOL SOSRO (Studi Kasus di Kecamatan Gajahmungkur Kota Semarang)**

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Abstract :

In a Globalization era, a product has trend to be sold rather than bought, it cause product recycled become shorter and for concequence will be hard for the company because the trading volume doesn't do as good when it was planned. So the company will has great financial loss

A research titled “ The Analysis of consumer behaviour for the Teh Botol Sosro, study case in gajahmungkur sub district semarang city” arranger for knowing consumer's judgement, knowing consumer's trustment, and knowing consumer's behaviour to Teh Botol Sosro with comparing by cost, taste, quality, container, and the secure with opponnet products (Frestea and Tekita). So, the problem can be solved. The Method of this research was explanatory research with data gathered technique method by questioner, interview, and literate. The responden take 100 people was using purposive sampling.

Fishbein method and *Chy Square* Anaysis are applied as data analysis. Below is the acquired data after being calculated:

- a. Based on *Fishbein* analysis calculation, it is identified that the highest consumers' attitude is *Teh Botol* SOSRO (Ao : 63,44), followed by Frestea (63,24), and the last is Tekita (58,62).
- b. Based on *Chy Square* analysis calculation, it is identified that price, quality, container, and security attributes in *belief* relation do not have significant relation. Since the value of X^2 arithmetic $<$ X^2 tabel (in the amount of 5,991). Therefore, there is only significant relation on taste attribute
- c. Based on *Chy Square* Analysis calculation, it is identified that price, taste, quality, and container attributes in *evaluative* relation do not have significant relation (there are no difference based on gender). there is only significant relation on security attribute (there are difference).