

CONSUMER BEHAVIOR IN CONSUMING ORIGINAL CATFISH SHREDDED AS NUTRITIOUS PROCESSED FISH

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Abstract

Catfish shredded is a fish-based food diversification that is made of the raw matter of big size fish. Especially catfish, which the more size, the less price for Indonesian consumers. The catfish has a high price whenever the quantity is around 6 - 8 pieces per kilogram. Catfish's popularity was still less than beef shredded familiar toward family since a long time ago. Therefore, it needed socialization to the community to consume due to nutritious within. The research intended to identify consumer behavior before getting the transaction in having catfish shredded throughout influence consumer attributes and analyze the most influencing trait toward consumers in having and consuming catfish before purchasing.

This research used a survey method with 100 respondents from any level of society. Determining respondents was carried out by purposive judgment sampling. Rank Spearman Correlation Test was used to analyze the attribute and Organoleptic test to support the analysis by Likert Scale one to five.

The result showed that consumer behavior played a vital role in consuming catfish shredded. Consumer behavior in consuming original catfish shredded is high enough. The measured Score average reaches 70%. However, it was still a fishy smell problem for fish that wanted to minimize or disappear. Decision-making to consume also in the high category by measured score average reached 68%. For both those indicators was high category correlation.

The higher the value of consumer behavior, the higher taking decision to consume fish shredded. It needs to advance research on eliminating fish odor without changing the taste of fish shredded to increase fish lovers who love to consume fish shredded. The more attention to consumer behavior, the closer the consumer is to determining consuming catfish shredded.

Key words: Behavior, Consumer, Decision making, Organoleptic.