

**STUDIES ON CONSUMERS CONFIDENCE AND ATTITUDES ON
THE ICE CREAM CONE CONSUMPTION IN SEMARANG**

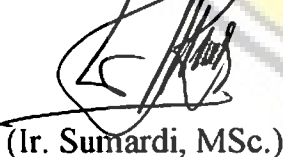
**STUDI TENTANG TINGKAT KEPERCAYAAN DAN PERILAKU
KONSUMEN DALAM KONSUMSI *ICE CREAM CONE*
DI SEMARANG**

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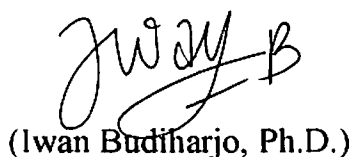


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Wijaya, M. A., Sumardi, I. Budiharjo. 2004, Studies on Consumers Confidence and Attitudes on the Consumption of Ice Cream, The Fourth National Student Conference. Student Union, Soegijapranata Catholic University, Semarang. 25 June 2004



SUMMARY

Ice cream is composed of milk fat (butterfat) and milk solids-non-fat (MSNF) derived from these ingredients, added with sugar, stabilizer, and emulsifier, flavoring materials, water and air. Ice cream cone is a waffle rolled into a cone, to which ice cream is added in. The research was conducted to evaluate the consumer's confidence and attitudes on ice cream cone consumption in Semarang. The research was conducted at Citraland Mall to 380 respondents were. The respondents were chosen by purposive random sampling method. Every respondent was given 23 questions related to consumer's confidence and attitudes on the ice cream cone consumption. The data was then analyzed using non-parametric statistical analysis at 95% degree of confidence. From the research, genders and ages does not play important role to the consumer confidence and attitude on the ice cream consumption. The research documented that more than 99% of respondents acknowledged the main content of ice cream is milk, while more than 50% of respondents knew the other ingredients were egg, sugar, whipping cream, food colorant, and flavor. Although the respondents knew about the existence of added materials both in ice cream and cone. The confidence however was built based on understanding and common sense. Because of only limited type and amount considered of the ingredient that harmful to their health, they still confidence to consume, when both the consumption level and frequency of consuming ice cream cone were at low frequency. Although the ice cream cone is available at the respondents attitude in consuming ice cream cone is setting the consumption frequency rarely, i.e. mostly less than 10 times per month, at the situation they are relaxing at mall. As this level of consumption frequencies the negative effects of ice cream as well as the cone on their health will have no significant effects to their health. This is an attitude of consuming ice cream which lead to the stronger confidence to consuming ice cream especially ice cream cone.

RINGKASAN

Es krim terbuat dari lemak susu (butterfat) dan padatan susu tanpa lemak (MSNF) dan dari dua komponen ini, ditambah dengan gula, penstabil, pengemulsi, perasa, air dan juga udara. *Ice cream cone* adalah waffle yang digulung hingga membentuk contong (*cone*) dimana es krim diletakkan di atasnya. Penelitian ini dilakukan untuk mengetahui tingkat kepercayaan dan perilaku konsumen dalam mengkonsumsi *ice cream cone* di Semarang. Sebanyak 380 responden diperlukan untuk mengisi kuisioner yang telah disediakan. Penelitian ini erlangsung di Mal Citraland jam 5-7 malam setiap harinya selama kurang lebih 2 minggu pengumpulan data. Responden dipilih berdasarkan metode sampel acak bertujuan tertentu (*purpose random sampling*). Masing – masing responden diminta untuk mengisi kuisioner yang terdiri dari 23 pertanyaan yang berhubungan dengan tingkat kepercayaan dan perilaku konsumen dalam konsumsi *ice cream cone* di Semarang. Data yang diperoleh kemudian dianalisis dengan menggunakan statistik non-parameter yang terdiri dari Chi-square tes, Kolmogorov Smirnov tes, Mann-Whitney tes, and Kruskal Wallis tes. Penelitian ini menunjukkan bahwa jenis kelamin dan usia dari responden tidak menunjukkan pengaruh nyata terhadap tingkat kepercayaan dan perilaku konsumen dalam konsumsi *ice cream cone*. Hasil penelitian juga mendapatkan bahwa lebih dari 99% responden mengetahui penggunaan susu sebagai bahan dasar pembuatan es krim, sementara lebih dari 50% responden mengetahui adanya bahan – bahan lain seperti telur, gula, krim kocok (*whipping cream*), pewarna makanan, dan perasa. Meskipun responden mengetahui adanya bahan tambahan baik dalam pembuatan es krim maupun *cone* itu sendiri, bagaimanapun juga mereka tetap yakin untuk megkonsumsi es krim dan *cone* tersebut. Karena hanya pada bahan – bahan tertentu dan dalam jumlah ang masih tergolong aman untuk kesehatan mereka, mereka tetap yakin untuk mengkonsumsinya, ketika tingat konsumsi keduanya dan frekuensi konsumsi *ice cream cone* pada jumlah yang terbatas. Meskipun *ice cream cone* merupakan bagian dari perilaku konsumen dalam konsumsi es krim di Semarang menempatkan bahwa responden jarang mengkonsumsimnya yaitu biasanya kurang dari 10 kali per bulannyapada situasi mereka sedang bersantai di mal. Level tingkat konsumsi seperti inilah yang tidak akan memberikan efek negatif yang nyata pada kesehatan. Perilaku ini yang akan membawa kepada tingkat kepercayaan konsumen yang kuat untuk mengkonsumsi *ice cream cone*.

PREFACE

Thank God and all of the praise for HIM because of HIS blessing and mercy has been given so that this thesis can be completed successfully. This thesis explores whole lessons obtained at the Department of Food Technology, Faculty of Agricultural Technology, Soegijapranata Catholic University Semarang, and is aimed to fulfill the final requirement to finish the first academician degree-holder at the department.

This thesis will not be successfully finished if there were no invaluable guidance, encouragement, and helps from many parties. For that reason, the greatest thanks must be delivered to them. To Mr. Sumardi and Mr. Iwan Budiharjo, I thank for the guidance and encouragement. Mr. Sumardi, you done a great job and I'm so proud to be one of your students, may God bless you. To Mr. Probo Yulianto, thank for managing the thesis' administration, particularly at the rush time meeting the deadline. Of course I thank to all Food Technology Department of UNIKA Soegijapranata's lecturer and staffs for their education, help and service during any time at Food Technology Department. To my beloved family, Mom, Dad, Andy, and Henry, thank for their great support toward the making of this thesis. Especially for my pretty boy, Andre Hendrawan for his enormous support, his precious time and great devotion, particularly at the tiring time writing up the thesis. My two funny friends, Kristian Aditjondro and Welly Setiawan for helping me spread up the questioner, without you guys I can't make my dream come true. To Mia Mutiarani for sharing the same fate with me while working the thesis. To all my friends, generation of 2001 of Food Technology Department, Faculty of Agricultural Technology, Soegijapranata Catholic University Semarang and the entire respondents that make my wish come true for helping me to fulfill the given questioner. And for those who I can't mention their name one by one, thank for everything that helping me so much.

Finally, the writer can only pray to God, hope that all of these guidance, encouragement, and helps won't be useless and become useful to all of us. The writer realized that this thesis far-off perfect ness, that's why the writer appreciate for the critics and suggestions.

Semarang, July 2004

Meliana Angka Wijaya



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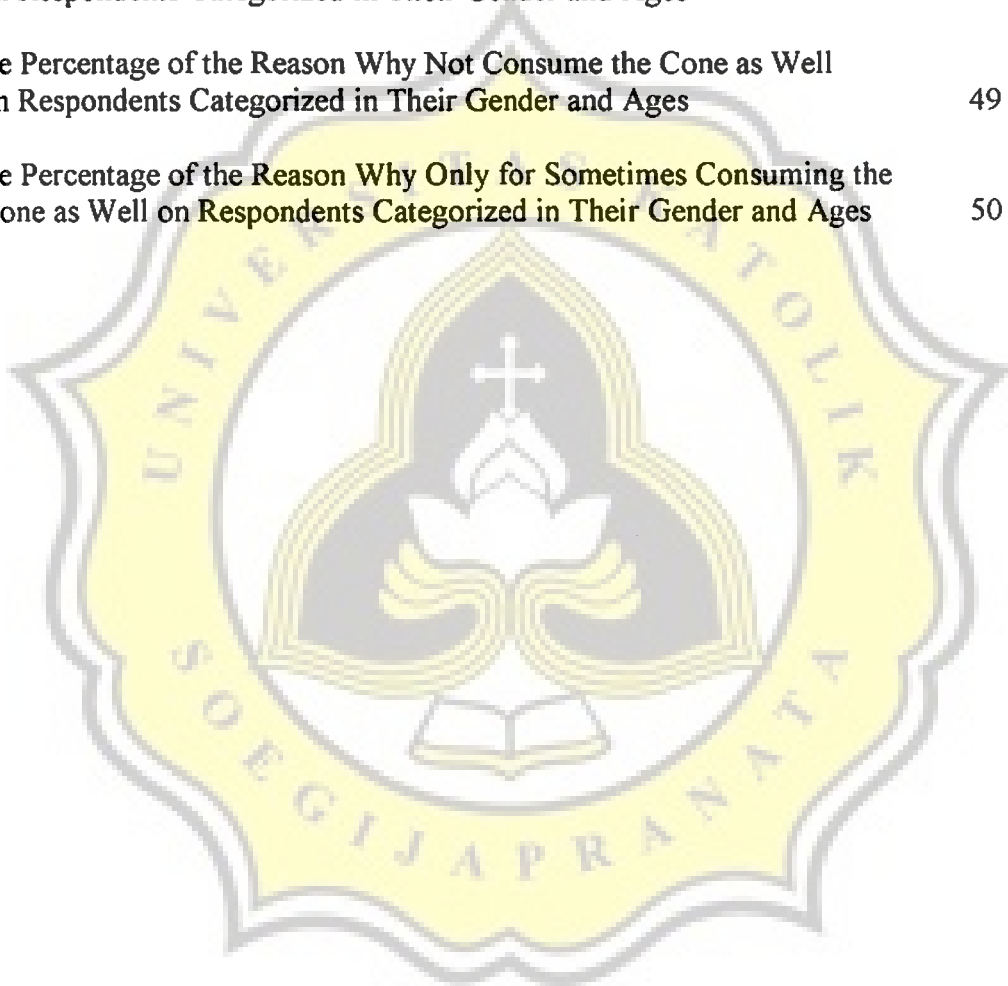


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