

ABSTRAK

Penelitian ini bertujuan untuk mengetahui sikap konsumen terhadap produk Teh Botol Sosro dan Teh Pucuk Harum serta menganalisis apakah terdapat perbedaan sikap yang signifikan terhadap kedua produk tersebut. Penelitian ini menggunakan pendekatan kuantitatif. Populasi yang digunakan adalah mahasiswa S1 Fakultas Ekonomi dan Bisnis Universitas Trunodjoyo Madura yang pernah membeli atau mengonsumsi produk Teh Botol Sosro dan Teh Pucuk Harum. Penentuan sampel dilakukan menggunakan teknik *purposive sampling* dengan jumlah sampel sebanyak 97 responden. Instrumen penelitian menggunakan kuesioner dengan skala Likert. Dalam penelitian ini, analisis data dilakukan menggunakan analisis model sikap angka ideal dan Uji *Wilcoxon Signed Rank Test*. Hasil analisis model sikap angka ideal menunjukkan bahwa sikap responden terhadap produk Teh Botol Sosro dan Teh Pucuk Harum berada pada kategori sangat baik. Teh Pucuk Harum dinilai lebih mendekati kondisi ideal yang diharapkan konsumen dibandingkan Teh Botol Sosro. Atribut yang paling mendekati kondisi ideal pada Teh Botol Sosro adalah desain kemasan dan citra merek, sedangkan atribut yang paling mendekati kondisi ideal pada produk Teh Pucuk Harum adalah aroma dan citra merek. Hasil pengujian hipotesis menggunakan uji *Wilcoxon Signed Rank Test* menunjukkan bahwa terdapat perbedaan sikap yang signifikan pada mahasiswa S1 Fakultas Ekonomi dan Bisnis Universitas Trunodjoyo Madura terhadap kedua produk tersebut.

Kata Kunci: Sikap Konsumen, Teh Botol Sosro, Teh Pucuk Harum, Model Sikap Angka Ideal, *Wilcoxon Signed Rank Test*.

ABSTRACT

This study aims to determine consumer attitudes towards Sosro Bottled Tea and Pucuk Harum Tea products and to analyse whether there are significant differences in attitudes towards these two products. This study employs a quantitative approach. The population consists of students from the Faculty of Economics and Business at Trunodjoyo University of Madura, who have previously purchased or consumed Sosro Bottled Tea and Pucuk Harum Tea products. The sample was determined using purposive sampling, with a sample size of 97 respondents. The research instrument used a questionnaire with a Likert scale. In this study, data analysis was conducted using the ideal point attitude model and the Wilcoxon Signed Rank Test. The results of the ideal point attitude model analysis showed that respondents' attitudes towards Sosro Bottled Tea and Pucuk Harum Tea were in the 'very good' category. Teh Pucuk Harum was assessed as being closer to the ideal conditions expected by consumers compared to Teh Botol Sosro. The attributes closest to the ideal conditions for Teh Botol Sosro were packaging design and brand image, whilst the attributes closest to the ideal conditions for Teh Pucuk Harum were aroma and brand image. The results of hypothesis testing using the Wilcoxon Signed Rank Test indicate that there is a significant difference in attitude among students of the Faculty of Economics and Business at Trunodjoyo University of Madura, towards these two products.

Keywords: *Consumer Attitudes, Sosro Bottled Tea, Pucuk Harum Tea, Ideal Point Attitude Model, Wilcoxon Signed Rank Test.*