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MINANGKABAU TRADITIONAL FOOD VS MODERN SNACKS: THE INFLUENCE OF PRODUCT ATTRIBUTES ON TEENAGERS BUYING INTEREST IN WEST SUMATERA'S URBAN CITIES

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ABSTRACT

This study aims to analyze: (1) the influence of West Sumatera's traditional food product attributes on teenager's buying interest in West Sumatera's urban cities, (2) the influence of modern snack's product attributes on teenagers buying interest in West Sumatera's urban cities, (3) To know the difference between West Sumatera's traditional snacks and modern snacks product attributes. The population of this study are all teenagers in West Sumatra's urban cities who have ever consumed both West Sumatera's traditional food and modern snacks. The sample size was set by 450 respondents by using R.L Gay term, but after research instruments verification, eventually the number of samples that can be collected was only 417 students. The data was analysed with linear regression analysis. Hypothesis testing was performed at $\alpha = 0.05$. The results indicates that: (1) The product attributes of West Sumatera's traditional food has significant influence towards teenagers buying interest in urban cities of West Sumatera, (2) The product attributes of modern snack also has a significant influence towards buying interest of teenagers in urban cities of West Sumatra, (3) There are significant differences between the product attributes of West Sumatera's traditional product with the modern snack products.

Keywords: *Product attributes, buying interest, West Sumatera's traditional food, modern snacks*

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