

ANALISIS KEPUASAN KONSUMEN TEH SIAP MINUM (*READY TO DRINK*) DI DAERAH ISTIMEWA YOGYAKARTA

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ABSTRAK

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Konsumsi teh telah dilakukan oleh masyarakat Indonesia sejak jaman dahulu. Produk teh yang dikonsumsi masyarakat Indonesia sekarang merambah kepada produk teh siap minum (*ready to drink*). Dalam periode 2019-2021, merk Teh Pucuk Harum selalu menjadi pemimpin dalam kategori teh siap minum, diikuti oleh produk merk Teh Botol Sosro. Hal ini menarik untuk diteliti untuk mengetahui apa saja atribut yang dapat memuaskan konsumen teh siap minum.

Penelitian ini bertujuan untuk mengidentifikasi kepuasan konsumen teh siap minum di Daerah Istimewa Yogyakarta dan mengetahui atribut apa saja yang memiliki keunggulan pada tiap merk produk teh siap minum. Penelitian ini dilakukan menggunakan teknik purposive sampling. Penentuan jumlah sampel minimum menggunakan rumus Cochran dan ketentuan untuk sampel yang terbagi menjadi beberapa kategori. Dari hasil perhitungan digunakan sampel sebanyak 150 yang terbagi pada kabupaten/kota. Objek dalam penelitian ini adalah teh siap minum merk Teh Pucuk Harum dan Teh Botol Sosro. Responden dari penelitian ini adalah konsumen yang berdomisili di Daerah Istimewa Yogyakarta dan telah mengonsumsi produk Teh Pucuk Harum dan Teh Botol Sosro masing-masing sebanyak 1 kali dalam satu bulan terakhir. Pengumpulan data dilakukan dengan pengisian kuesioner. Data yang terkumpul dianalisis menggunakan metode *Customer Satisfaction Index* dan *Importance Performance Analysis*. Output yang dihasilkan berupa kombinasi kepuasan dan kepentingan konsumen terhadap atribut yang dimiliki tiap merk.

Berdasarkan penelitian, didapatkan bahwa Teh Pucuk Harum memiliki nilai CSI sebesar 81,84% yang masuk dalam kategori sangat memuaskan, sedangkan Teh Botol Sosro memiliki nilai CSI sebesar 77,83% yang masuk dalam kategori memuaskan. Keunggulan Teh Pucuk Harum terhadap Teh Botol Sosro terdapat pada 3 atribut, yaitu desain kemasan, promosi secara luring, dan promosi secara daring.

Kata Kunci: *Customer Satisfaction Index, Importance Performance Analysis, Ready to Drink*

CUSTOMER SATISFACTION ANALYSIS OF READY TO DRINK TEA IN THE SPECIAL REGION OF YOGYAKARTA

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ABSTRACT

Indonesian people have consumed tea since ancient times. Tea products consumed by Indonesian people are now expanding into ready-to-drink tea products. In the 2019-2021 period, the Teh Pucuk Harum brand has always been the leader in the ready-to-drink tea category, followed by the Teh Botol Sosro brand. This is interesting to study to find out what are the attributes that can satisfy consumers of ready-to-drink tea.

This study aims to identify ready-to-drink tea consumer satisfaction in the Special Region of Yogyakarta and find out what attributes have advantages in each ready-to-drink tea product brand. This research was conducted using a purposive sampling technique. Determination of the minimum sample size using the Cochran formula and provisions for samples that are divided into several categories. From the calculation results, a sample of 150 was used which was divided into districts/cities. The objects in this study were the ready-to-drink tea brands Teh Pucuk Harum and Teh Botol Sosro. Respondents from this study were consumers who live in the Special Region of Yogyakarta and have consumed the products of Teh Pucuk Harum and Teh Botol Sosro 1 time each in the past month. Data collection is done by filling out a questionnaire. The collected data were analyzed using the Customer Satisfaction Index and Importance Performance Analysis methods. The resulting output is a combination of consumer satisfaction and interest in the attributes of each brand.

Based on the research, it was found that Pucuk Harum Tea had a CSI value of 81.84% which was included in the very satisfying category, while the Sosro Bottle Tea had a CSI value of 77.83% which was included in the satisfactory category. The superiority of Teh Pucuk Harum over Teh Botol Sosro is found in 3 attributes, namely packaging design, offline promotion, and online promotion.

Keywords: Customer Satisfaction Index, Importance Performance Analysis, Ready to Drink