

KEPUASAN KONSUMEN BAWANG MERAH GORENG SUPERBRAM: PENDEKATAN BAURAN PEMASARAN 7P

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INTISARI

Penelitian ini bertujuan untuk (1) mengetahui tingkat kepuasan konsumen produk bawang merah goreng Superbram, (2) mengetahui atribut dari bauran pemasaran yang perlu mendapatkan prioritas perbaikan berdasarkan tingkat kepentingan dan tingkat kepuasan konsumen, dan (3) mengetahui atribut bauran pemasaran yang perlu dipertahankan oleh pelaku usaha Superbram. Lokasi penelitian dipilih dengan metode *purposive sampling* dan sampel dipilih dengan *multistage sampling* berdasarkan *voluntary sampling*. Data yang digunakan adalah data primer yang dikumpulkan melalui kuesioner dengan jumlah responden sebanyak 80 konsumen produk bawang merah goreng Superbram. Data dianalisis menggunakan *Customer Satisfaction Indeks* (CSI) dan *Importance Performance Analysis* (IPA) dengan indikator tujuh bauran pemasaran (*product, price, place, promotion, people, process, dan physical evidence*). Hasil penelitian menunjukkan: 1) hasil CSI produk bawang merah goreng Superbram sebesar 81% dengan kategori sangat puas, 2) atribut yang diprioritaskan untuk perbaikan adalah keterjangkauan harga, harga dapat bersaing dengan produk lain, promosi melalui media sosial, dan ketersediaan produk 3) atribut yang dianggap penting oleh konsumen adalah kepercayaan merek, kemasan mudah dikenali, informasi tanggal kedaluwarsa, informasi halal MUI, desain produk, kesesuaian harga dengan kualitas, kepuasan harga, promosi oleh pelaku usaha, kejujuran, ketanggapan dan kecepatan mengatasi keluhan, kemudahan pelayanan saat membeli produk, metode pembayaran, kepraktisan kemasan untuk dibawa pulang, kemasan dalam menjaga bentuk dan rasa bawang merah goreng.

Kata kunci: bawang merah goreng, *customer satisfaction indeks* (CSI), *importance performance analysis* (IPA), kepuasan konsumen, superbram.

CONSUMER SATISFACTION OF SUPERBRAM FRIED SHALLOTS: THE 7P MARKETING MIX APPROACH

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ABSTRACT

This research aims to determine (1) level of consumer satisfaction of Superbram fried shallot, (2) determine the attributes of the marketing mix that need to be prioritized for improvement based on the level of importance and level of consumer satisfaction, and (3) determine the marketing mix attributes that need to be maintained by Superbram. The research location was selected by purposive sampling method and the sample was selected by multistage sampling based on voluntary sampling. The type of data is primary data collected through questionnaires with a total of 80 consumers of Superbram fried shallot products. The analysis using Customer Satisfaction Index (CSI) and Importance Performance Analysis (IPA) with indicators of seven marketing mixes (product, price, place, promotion, people, process, and physical evidence). The research results show that (1) the CSI of Superbram fried shallot products are 81% belonging to the very satisfied category, (2) attributes that are prioritized for improvement are affordability price, price can compete with other products, promotion through social media, and product availability, (3) attributes that are considered important by consumers are Superbram brand trust, easily recognizable packaging, expiration date information, halal MUI information, product design, price match with quality, price satisfaction, promotion by business actors, honesty, responsiveness and speed of handling complaints, ease of service when buying products, payment methods, practicality of packaging to take home, packaging in maintaining the shape and taste of fried shallots.

Keywords: consumer Satisfaction, customer satisfaction index (CSI), fried shallots, importance performance analysis (IPA), superbram.