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ANALISIS PREFRENSI KONSUMEN TEH PADA SEGMEN WANITA SEBAGAI DASAR PENGEMBANGAN STRATEGI PEMASARAN MENGGUNAKAN METODE ANALYTHICAL HIERARCHY PROCESS (AHP)
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APPLICATION OF ANALYTICAL HIERARCHY PROCESS (AHP) TO ANALYZE WOMEN SEGMENT CUSTOMERS PREFERENCE OF TEA PRODUCT AS A BASE FOR DEVELOPING MARKETING STRATEGY

Abstract

Tea is a kind of drink which is close to human culture mainly related to drink habit. Tea products are classified into three groups based on its processing, black tea (fermented), green tea (non fermented), and oolong tea (semi fermented). Fermentation basically is an oxidation of polyphenol within tea leaves by polyphenol oxidase.

Women are special segment and potential market based on producer's view due to their big portion in family expense. All trends related to health, beauty, or lifestyle always become a guideline in choosing for products buying.

This research was aimed to determine the background factors of women preferences on tea consumption, which can be used as a reference for developing marketing strategies of tea especially for women, and to develop strategies of tea marketing in Yogyakarta. Analythical Hierarchy Process (AHP) with Consistency Ratio (CR) validity test and statistics test were applied to determine whether the factors, sub factors, and alternatives in used significantly different.

The factors and their scale influenced women for tea consumption were health (0.3428), drink habit (0.2963), beauty (0.2084) and taste (0.1524). The sub factors influenced women for tea consumption and its scale were cancer preventive (0.3382), common drink habit (0.6102), body slimming (0.5230) and lemon taste (0.4105). Alternative customers' priorites from the most to the least dominant were common tea, slimming tea, tea bags, and instant tea.

Keywords : tea, women, consistency ratio, analythical hierarchy process, marketing strategy