

## **ANALISIS PERSEPSI KONSUMEN TERHADAP KEMASAN PRIMER BUAH SALAK PONDOKH UNTUK PERUMUSAN STRATEGI PEMASARAN**

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### **ABSTRAK**

Salak pondoh (*Salacca zalacca Gaertner Voss*) merupakan salak yang berasal dari D.I. Yogyakarta dimana produksi terbesar terdapat di Kabupaten Sleman. Asosiasi Prima Sembada merupakan asosiasi petani salak di Kabupaten Sleman yang merupakan wadah untuk menampung salak-salak yang dihasilkan oleh petani-petani salak di Sleman. Untuk mengetahui apakah sampel kemasan buah salak pondoh tersebut diterima dan disenangi oleh konsumen maka sebelum kemasan tersebut dijual di pasaran perlu dilakukan pengujian pasar melalui uji coba produk kepada konsumen. Penelitian ini bertujuan untuk menentukan tingkat kepentingan masing-masing atribut dan juga menentukan tingkat kepuasan konsumen.

Pengukuran persepsi konsumen dalam penelitian ini menggunakan metode *Importance Performance Analysis* (IPA) dan *Customer Satisfaction Index* (CSI). Penelitian ini dilakukan dengan menyebarkan kuesioner kepada konsumen yang kemudian hasil jawaban responden tersebut diolah sehingga dihasilkan tingkat kepentingan atribut dan juga tingkat kepuasan konsumen.

Pada hasil metode *Importance Performance Analysis* (IPA) pada pemetaan diagram kartesius diperoleh hasil persepsi konsumen yang dipetakan berdasarkan kategori atau tingkat kepentingan masing-masing atribut antara lain, kuadran I (prioritas utama) : variabel *price* (P11), kuadran II (pertahankan) : variabel *product* (P2), (P3), (P9); variabel *price* (P12); variabel *place* (P14), (P16); variabel *promotion* (P18), (P19), kuadran III (prioritas rendah) : variabel *product* (P1), (P5), (P6), (P7); variabel *price* (P10); variabel *place* (P13), (P15); variabel *promotion* (P17), kuadran IV (berlebihan) : variabel *product* (P8); variabel *promotion* (P20). Sedangkan penilaian persepsi konsumen terhadap sampel kemasan salak pondoh, diperoleh nilai kepuasan konsumen berdasarkan *Customer Satisfaction Index* (CSI) sebesar 83,99 % dan termasuk ke dalam kriteria sangat puas.

Kata kunci: kemasan, persepsi, salak

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## **THE ANALYSIS OF CONSUMER PERCEPTION ON PRIMARY PACKAGING OF PONDOSH SALAK FRUIT FOR FORMULATION OF MARKETING STRATEGIES**

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### **ABSTRACT**

Pondoh Salak (*Salacca zalacca Gaertner Voss*) is a salak originating from D.I. Yogyakarta where the biggest production is in Sleman Regency. Prima Sembada Association is an association of zalacca farmers in Sleman Regency which is a place to accommodate zalacca produced by salak farmers in the Sleman area. To find out whether the packaging samples of pondoh zalacca is accepted and favored by consumers, before the packaging is sold on the market it is necessary to do market testing through product testing to consumers. This study aims to determine the importance of each attribute and also determine the level of customer satisfaction.

The measurement of consumer perception in this study uses the Importance Performance Analysis (IPA) method and the Customer Satisfaction Index (CSI). This research was conducted by distributing questionnaires to consumers who then the results of respondents' answers were processed so as to produce the level of importance of attributes and also the level of customer satisfaction.

In the results of the Importance Performance Analysis (IPA) method on cartesius diagram mapping the results of consumer perceptions are mapped based on the category or level of importance of each attribute, among others, quadrant I (Concentrate Here): price variable (P11), quadrant II (Keep Up The Good Work): product variable (P2), (P3), (P9); price variable (P12); place variable (P14), (P16); promotion variable (P18), (P19), quadrant III (low priority): product variable (P1), (P5), (P6), (P7); price variable (P10); place variable (P13), (P15); variable promotion (P17), quadrant IV (Possibly Overkill): product variable (P8); variable promotion (P20). While the assessment of consumer perceptions of pondoh zalacca packaging samples, obtained the value of customer satisfaction based on the Customer Satisfaction Index (CSI) of 83.99% and included in the criteria of very satisfied.

**Keywords:** packaging, perception, salak

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