

ANALISIS KEPUASAN PELANGGAN TERHADAP PROGRAM PROMOSI PADA STARBUCKS COFFEE UTTARA

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INTISARI

Starbucks Coffee berhasil bersaing dalam pasar kompetitif disebabkan oleh penerapan strategi yang berorientasi pada pelanggan. Promosi penjualan berperan penting terhadap kompetisi persaingan dan digunakan sebagai alat yang efektif untuk menarik perhatian konsumen. Hampir 75% biaya pemasaran dialokasikan untuk melakukan promosi penjualan.

Penelitian ini bertujuan untuk menganalisis kategorisasi kepuasan pelanggan dan strategi pengembangan promosi Starbucks Coffee Utara. Penelitian ini menggunakan integrasi model Kano dan *Importance Performance Analysis*. Data primer diambil melalui penyebaran kuesioner menggunakan teknik *purposive sampling* sebanyak 100 responden yang pernah melakukan transaksi minimal 3 kali dalam satu tahun terakhir.

Hasil penelitian menunjukkan bahwa Kuadran I sebagai keunggulan utama terdiri dari kategori *one-dimensional* dan *attractive*. Kuadran II terdiri dari kategori *attractive*. Kuadran III terdiri dari kategori *one-dimensional*, *attractive*, dan *indifferent*. Kuadran IV sebagai kelemahan terdiri dari kategori *one-dimensional* dan *attractive*. Strategi pengembangan promosi Starbucks Coffee Utara pada 4 kuadran hasil integrasi model Kano dan *Importance Performance Analysis*, yaitu: (1) Atribut pada Kuadran I mampu digunakan sebagai strategi *positioning* yang membedakannya dengan kompetitor. (2) Atribut pada Kuadran II bisa diabaikan, namun karena berkategori kano *attractive*, maka bersifat sebagai pelengkap. (3) Atribut pada Kuadran III bisa dihilangkan khususnya yang berkategori *indifferent*. (4) Atribut pada Kuadran IV yang berkategori *one-dimensional* harus dilakukan perbaikan karna dianggap sebagai kelemahan dan yang berkategori *attractive* dilakukan peningkatan.

Kata kunci: *promosi penjualan, kepuasan pelanggan, model kano, importance performance analysis*

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CUSTOMER SATISFACTION ANALYSIS OF PROMOTION PROGRAM IN STARBUCKS COFFEE UTTARA

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ABSTRACT

Starbucks Coffee is successfully winning the competitive market due to the adoption of a customer-oriented strategy. Sales promotion takes an essential role in competition and is used as an effective tool to attract the attention of consumers. Nearly 75% of marketing costs are allocated to implement sales promotions.

The study aims to analyze the categorization of customer satisfaction and the development strategy of Starbucks Coffee Uttara to see the effectiveness strategy or to do an improvement as needed. This study uses the integration of the Kano model and Importance Performance Analysis. Primary data was collected through questionnaires using purposive sampling techniques of 100 respondents who had conducted transactions at least 3 times in the past year.

The result shows that Quadrant I as the main advantage consisted of one-dimensional and attractive categories. Quadrant II consists of attractive category. Quadrant III consists of one-dimensional, attractive, and indifferent categories. Quadrant IV as a weakness consists of one-dimensional and attractive categories. The development strategy of Starbucks Coffee Uttara in the 4 quadrants as a result of the integration of the Kano model and Importance Performance Analysis, specifically: (1) Attributes in Quadrant I can be used as a positioning strategy that distinguishes it from competitors. (2) Attributes in Quadrant II can be ignored, but as an attractive kano category, those attributes are complementary. (3) Attributes in Quadrant III can be removed, especially those categorized as indifferent. (4) Attributes in Quadrant IV that are categorized as one-dimensional must be fixed because they are considered as weaknesses and those that are considered attractive are improved.

Keywords: sales promotion, customer satisfaction, kano model, importance performance analysis

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