

PREFERENSI, KEPUASAN, DAN LOYALITAS KONSUMEN PRODUK SUSU CAIR SIAP MINUM DI DAERAH ISTIMEWA YOGYAKARTA

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INTISARI

Penelitian ini dilakukan dengan tujuan untuk menganalisis preferensi konsumen dan atribut yang dipertimbangkan konsumen dalam pembelian produk susu cair siap minum, menganalisis tingkat kepuasan dan tingkat loyalitas konsumen terhadap produk susu cair siap minum, serta untuk menganalisis hubungan antara tingkat kepuasan konsumen dan loyalitas konsumen produk susu cair siap minum di Daerah Istimewa Yogyakarta. Metode yang digunakan dalam penelitian ini dilakukan dengan bantuan kuesioner *online*. Pengambilan sampel dilakukan dengan teknik *purposive sampling*. Kriteria responden yang dipilih yaitu konsumen susu yang mengkonsumsi produk susu cair siap minum dengan merek yang termasuk ke dalam merek *top brand index* (Ultra Milk, Indomilk, Frisian Flag, Milo, dan Bear Brand) dan minimal sudah melakukan pembelian atau konsumsi produk susu cair siap minum 3 kali dengan merek produk yang sama secara berturut-turut. Analisis data dilakukan dengan menggunakan uji *chi square*, uji *multiatribut fishbein*, uji *customer satisfaction index (CSI)*, *Importance performance analysis (IPA)*, analisis piramida loyalitas, dan analisis korelasi *rank spearman*. Berdasarkan analisis yang sudah dilakukan, didapatkan bahwa preferensi konsumen berbeda dalam pembelian produk susu cair siap minum pada atribut harga dan varian rasa. Atribut yang paling dipertimbangkan yaitu varian rasa. Tingkat kepuasan konsumen produk susu cair siap minum berada pada level puas namun dengan tingkat loyalitas rendah karena konsumen paling banyak berada pada tingkatan *switcher buyer*. Tidak ada hubungan antara kepuasan dan tingkat loyalitas konsumen.

(Kata Kunci: Preferensi, Kepuasan, Loyalitas, Produk Susu Cair Siap Minum)

PREFERENCES, SATISFACTION, AND LOYALTY OF CUSTOMERS ON READY TO DRINK LIQUID MILK PRODUCTS IN DAERAH ISTIMEWA YOGYAKARTA

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ABSTRACT

This research aimed to analysis the consumer preferences and attributes that considered of ready to drink liquid milk product, analysis the level of satisfaction and level of consumer loyalty to dairy products, and to analyze the relation between the level of consumer satisfaction and customer loyalty for ready to drink liquid milk product. in the Daerah Istimewa Yogyakarta. The method used in this research was online questionnaire. Sampling was done by using purposive sampling techniques. The criteria for selected respondents were milk consumers who consumed ready to drink liquid milk products with brands that included in the top brands index (Ultra Milk, Indomilk, Frisian Flag, Milo, and Bear Brand) and least purchased or consumed ready to drink liquid milk products 3 times with the same brand of product continually for a week ago. Data analysis used the chi square test, Fishbein multi-attribute test, customer satisfaction index, test, Importance performance analysis, loyalty pyramid analysis, and spearman rank correlation analysis. Based on the analysis that had been done, it was found that consumer preferences were different in purchasing of ready-to-drink liquid milk products, especially in the price attribute and flavor variants. The most considered attribute was flavor. The level of consumer satisfaction for ready-to-drink liquid milk products was at a very satisfied level but with a low level of loyalty because most consumers were at the switcher level. There was no relation between satisfaction and customer loyalty.

(Keywords: Preference, Satisfaction, Loyalty, Dairy Products)