

PENGUKURAN PERSEPSI KONSUMEN PRODUK AIR MINUM UTRA KEMASAN GELAS PT. GUWATIRTA SEJAHTERA KARANGANYAR, JAWA TENGAH

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INTISARI

PT Guwatirta Sejahtera merupakan perusahaan yang memproduksi Air minum dalam kemasan. Tujuan pengukuran persepsi konsumen untuk memperbaiki kualitas pelayanan serta konsep bauran pemasaran yang bertujuan untuk meningkatkan kepuasan konsumen.

Metode penelitian yang digunakan adalah metode scoring untuk mengetahui besar penilaian responden terhadap daftar pertanyaan serta uji validitas dan reliabilitas untuk menguji kuesioner.

Berdasarkan hasil pengukuran yang dilakukan diketahui bahwa atribut bauran pemasaran sangat berpengaruh dalam keputusan pembelian. Dilihat dari hasil penyebaran kuesioner persepsi konsumen mengenai produk, harga, dan saluran distribusi air minum dalam kemasan gelas merek Utra memuaskan, sedangkan persepsi konsumen mengenai promosi yang dilakukan untuk produk Utra kurang memuaskan.

Kata Kunci: Persepsi Konsumen, Bauran Pemasaran

**MEASUREMENT PRODUCTS CONSUMER PERCEPTION OF
DRINKING WATER GLASS PACKAGING UTRA PT GUWATIRTA
SEJAHTERA KARANGANYAR, JAWA TENGAH**

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ABSTRACT

The purpose of this final project is to determine consumer perceptions of drinking water products Utra glass packaging PT Guwatirta Sejahtera to improve the quality of service and repair of some of the marketing mix concept that aims to increase customer satisfaction.

The method used is a case study, which took a particular object to be analyzed in depth by focusing on one issue. The data used are primary data and secondary data. Primary data were collected through questionnaires and direct observations with customer products Utra. Secondary data was collected from books or other sources.

Based on the results of the research showed that consumer perceptions of price, distribution channels, as well as about the products Utra according to the views of consumers strongly agree. This is evident from the views of consumers on product quality, affordability location Utra product purchases, as well as the affordability of products Utra. The results also showed consumer perception regarding product promotions Utra less good, it is shown that if the consumer agrees less frequently promoted product Utra and Utra less attractive promotional products. The advice given in this research is PT Guwatirta Sejahtera expected to increase promotion system with the addition of social media, with the aim of Utra products better known by the public. And designing packaging with attractive promotions to consumers.

Keyword: Consumer Perceptions, Marketing Mix
