

ANALISIS PENGARUH PERILAKU TERHADAP LOYALITAS PELANGGAN BISNIS UNTUK PERUMUSAN STRATEGI PEMASARAN BERAS BERWARNA

Dwike Hanun Mutmainnah¹, Dyah Ismoyowati², Anggoro Cahyo Sukartiko²

INTISARI

Beras berwarna seperti beras hitam dan beras merah mulai populer di kalangan masyarakat. Berdasarkan wawancara dengan pihak CV Lingkar Organik selaku distributor beras berwarna di DIY, trend penjualan beras berwarna pelanggan bisnis Lingkar Organik terus meningkat dalam kuantitas besar. Penelitian ini bertujuan untuk (1) mengetahui pengaruh produk, harga, kualitas pelayanan, keputusan pembelian terhadap loyalitas pelanggan bisnis; (2) mengetahui variabel mana yang paling berpengaruh terhadap loyalitas pelanggan bisnis.

Penelitian ini merupakan penelitian sensus dengan semua responden pelanggan bisnis Lingkar Organik yang berjumlah 30 responden. Data diambil melalui kuesioner. Data yang didapatkan kemudian dilakukan analisis regresi linier berganda untuk mengetahui pengaruh produk, harga, kualitas pelayanan, keputusan pembelian terhadap loyalitas pelanggan bisnis beras berwarna Lingkar Organik.

Pelanggan bisnis Lingkar Organik lebih sering membeli semua jenis beras seperti beras merah, beras hitam dan beras campuran lainnya dengan ukuran kemasan beras 1 kg. Rata-rata pelanggan bisnis telah bekerja sama dengan Lingkar Organik selama lebih dari 3 tahun. Frekuensi pembelian beras berwarna oleh pelanggan bisnis rata-rata 2-3 kali dalam sebulan dengan total pembelian rata-rata dalam sebulan lebih dari 100 kg. Hasil analisis regresi linier berganda menunjukkan bahwa kualitas pelayanan dan keputusan pembelian memberikan pengaruh yang signifikan secara langsung terhadap loyalitas pelanggan bisnis beras berwarna. Sedangkan produk dan harga tidak berpengaruh signifikan secara langsung terhadap loyalitas pelanggan bisnis beras berwarna Lingkar Organik. Variabel yang mempunyai pengaruh paling besar adalah keputusan pembelian dengan nilai Beta 0,522.

Kata kunci : Beras Berwarna, Loyalitas Pelanggan Bisnis, Regresi Linier Berganda

¹ Mahasiswa Departemen Teknologi Industri Pertanian, FTP UGM

² Staff Pengajar Teknologi Industri Pertanian, FTP UGM

AN ANALYSIS OF BUSINESS CUSTOMERS BEHAVIOR IN AFFECTING LOYALTY TO FORMULATE MARKETING STRATEGIES OF PIGMENTED RICE

Dwike Hanun Mutmainnah¹, Dyah Ismoyowati², Anggoro Cahyo Sukartiko²

ABSTRACT

Pigmented rice starting to popular amongs Indonesian people. Pigmented rice can became an alternative food and functional food for diabatic, obesity, and people that want to lower the risk of those disease. Based on interviews with CV. Lingkar Organik as distributor of pigmented rice in D.I.Y, pigmented rice business cutomers selling trend are increasing in large quantity. The objective of this research are (1) determine the effect of product, price, service quality, and buying decisions on business customer loyalty; (2) to know which variable is most affecting business customer loyalty.

This research is a census study with all the respondents are Lingkar Organik business customers which consist of 36 respondents. Data was collected using questionnaire. From collected data, multiple linear regression analysis used to determine the affect of business customers behavior to their loyalty for pigmented rice produced by Lingkar Organik. Business customer behavior includes marketing stimulation (product, price, service quality) and purchasing decisions.

The results of this research shows that business customers of Lingkar Organik often bought all kind of pigmented rice (red rice, black rice, and mixed) with the size of 1 kg pack. The average business customers had been working with Lingkar Organik for over 3 years. They bought in frequency of 2-3 times a month with total average of 100 kg. Multiple linier regression analysis shows that service quality and buying decisions are directly affecting pigmented rice business customer loyalty. While product and price are indirectly affecting pigmented rice business customer loyalty. The variable that has the greatest influence is the purchase decision with Beta value of 0,522.

Keywords : Pigmented rice, Business customers loyalty, Multiple linear regression analysis.

¹ Student of Industrial Technology of Agriculture Department, Faculty of Agriculture Technology, Gadjah Mada University

² Lecturer Staff of Industrial Technology of Agriculture, Faculty of Agriculture Technology, Gadjah Mada University