



Posisi merek-merek kopi kemasan sachet :: Studi kasus pada Mahasiswa Universitas Gadjah Mada Yogyakarta
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UNIVERSITAS
GADJAH MADA

**POSITION BRANDS OF COFFEE IN TIDINESS SACHET
(Case Study at University Student of Gadjah Mada Yogyakarta)**

**POSISI MEREK-MERK KOPI KEMASAN SACHET
(Studi Kasus Pada Mahasiswa Universitas Gadjah Mada Yogyakarta)**

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ABSTRACT

The purpose of this research is to identify the brands position coffee in the sachet. Others this research target is to identify the preferences consumers to chosen those brands.

Research conducted by 100 respondents from student of Gadjah Mada University in Yogyakarta have been questionnaires and taken with Purposive Convenience Sampling. Analyses data: the different semantic of scale, Multidimensional Scaling (MDS) and Statistical Inference One-Way anova.

From the research, result of research shows that the semantic different of scale analysis get the following result: In general, Torabika 3in One more looked into to have the price of low end, followed by the Good Day Mocacinho. Torabika Cappuccino more looked into to have the medium price, followed by Indocafe Coffemix, Nescafe 3 in 1 Original, Nescafe 3in1 crème, and Indocafe Cappuccino more looked into to have the price of high end. In general, respondents prefer the feel from Indocafe Cappuccino followed by the Indocafe Coffemix, Nescafe 3in1 Crème, Nescafe Original, Good Day Mocacinho, Torabika Cappuccino, and Torabika 3in One. In general, respondents prefer the tidiness of Indocafe Cappuccino, followed by Nescafe 3in1 Crème, Nescafe Original, Indocafe Coffemix, Good Day Mocacinho, Torabika Cappuccino, and Torabika 3inOne. In general, Respondents prefer Indocafe Coffemix and Nescafe 3in1 Crème followed by Indocafe Cappuccino, Nescafe Original, Good Day Mocacinho, Torabika Cappuccino, and Torabika 3in One.

In the preference map shows that in chosen brands, respondents tend to more making account of price, the feel, tidiness and brand image compared to other factor that not detect. Statistic of inference one-way anova shows that people who take a fancy to Good Day Mocacinho, Indocafe Cappuccino, Nescafe 3in1 crème and original have a purpose to easy going and to spirit. The people who take a fancy to Torabika Cappuccino because of the feel, one who take a fancy to Torabika 3inOne because of the variation of beverage, and people who take a fancy to Indocafe Coffemix have a purpose to increase the spirit.

Keywords: Positioning Strategy, attributes product: price, the feel, tidiness and brand image, MDS and the different semantic of scale.



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INTISARI

Tujuan dari penelitian ini adalah untuk mengidentifikasi posisi merek-merek kopi kemasan sachet dan untuk mengidentifikasi preferensi konsumen untuk memilih merek-merek kopi kemasan sachet tersebut.

Penelitian dilakukan dengan menyebarkan kuesioner, pengambilan sampelnya dengan metode *Purposive Sampling Convenience Sampling*. Analisis data menggunakan Skala beda samantik, Multidimensional Scaling (MDS) dan Analisis Statistik Inferensi *one-way* anova

Dari penelitian yang telah dilakukan menunjukkan bahwa analisis skala beda semantik memperoleh hasil sebagai berikut: Secara umum Torabika 3in One lebih dipandang mempunyai harga *low end*, diikuti Good Day Mocacinno. Sedangkan Torabika Cappuccino lebih dipandang mempunyai harga *medium*, diikuti oleh Indocafe Coffemix, Nescafe 3 in 1 Original, Nescafe 3in1 crème, dan Indocafe Cappuccino lebih dipandang mempunyai harga *high end*. Responden secara umum lebih menyukai rasa Indocafe Cappuccino diikuti Indocafe Coffemix, Nescafe 3in1 Crème, Nescafe Original, Good Day Mocacinno, Torabika Cappuccino, dan Torabika 3in One. Responden secara umum lebih menyukai kemasan produk Indocafe Cappuccino, diikuti Nescafe 3in1 Crème, Nescafe Original, Indocafe Coffemix, Good Day Mocacinno, Torabika Cappuccino, dan Torabika 3inOne. Responden secara umum lebih menyukai Indocafe Coffemix dan Nescafe 3in1 Crème diikuti Indocafe Cappuccino, Nescafe Original, Good Day Mocacinno, Torabika Cappuccino, dan Torabika 3in One.

Berdasarkan peta posisi merek-merek kopi kemasan *sachet* memberikan gambaran bahwa dalam memilih merek kopi kemasan *sachet*, responden cenderung lebih mementingkan harga, rasa, kemasan dan citra merek dibandingkan dengan faktor lain yang tidak terditeksi. Berdasarkan statistik inferensi *one-way* anova, menunjukkan bahwa orang yang menyukai Good Day Mocacinno, Indocafe Cappuccino, Nescafe 3in1 creme dan original bertujuan untuk santai dan semangat, orang yang menyukai Torabika Cappuccino karena rasa, orang yang menyukai Torabika 3inOne bertujuan untuk variasi minuman, orang yang menyukai Indocafe Coffemix bertujuan untuk meningkatkan semangat.

Kata kunci: Strategi Posisi, atribut produk: harga, rasa, kemasan dan citra merek, MDS dan skala beda semantik.