

ABSTRAK

ANALISIS TINGKAT KEPUASAN DAN LOYALITAS KONSUMEN TERHADAP PEMBELIAN SERTA STRATEGI PEMASARAN CINCAU HITAM TGR DI KOTA BANDAR LAMPUNG

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Tujuan penelitian ini adalah menganalisis tingkat kepuasan dan loyalitas konsumen terhadap pembelian produk cincau hitam TGR serta merumuskan strategi pemasaran cincau hitam TGR di Kota Bandar Lampung. Penelitian ini menggunakan metode studi kasus dengan pendekatan kualitatif dan kuantitatif. Data diambil dengan cara suvei ke 38 konsumen, yaitu 20 pedagang pengecer dan 18 konsumen rumah tangga. Narasumber penelitian ini adalah pemilik agroindustri cincau hitam TGR, Dinas Perdagangan dan Perindustrian, dan 4 orang pedagang pengecer. Metode analisis yang digunakan untuk menganalisis tingkat kepuasan adalah *Customer Satisfaction Indeks* (CSI), tingkat loyalitas dianalisis menggunakan piramida loyalitas, dan strategi pemasaran dianalisis menggunakan SWOT dan QSPM. Hasil penelitian menunjukkan bahwa tingkat kepuasan konsumen cincau hitam TGR memperoleh nilai sebesar 70,78% yang artinya konsumen puas terhadap produk cincau hitam TGR, namun 29,22% harapan konsumen belum dicapai. Tingkat loyalitas konsumen cincau hitam TGR berada pada kategori *satisfied*. Strategi pemasaran cincau hitam TGR difokuskan pada peningkatan daya saing dan perluasan pasar melalui peningkatan kualitas produk, optimalisasi tenaga kerja, pemanfaatan *digital marketing*, serta inovasi kemasan dan promosi. Keunggulan lokasi usaha dimanfaatkan untuk meningkatkan jumlah konsumen dan loyalitas pelanggan sehingga mendorong peningkatan keputusan pembelian.

Kata kunci: cincau hitam, loyalitas, kepuasan, konsumen, pedagang pengecer

ABSTRACT

ANALYSIS OF CONSUMER SATISFACTION AND LOYALTY TOWARD PURCHASING AND MARKETING STRATEGY OF TGR BLACK GRASS JELLY IN BANDAR LAMPUNG CITY

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The purpose of this study was to analyze the level of consumer satisfaction and loyalty towards purchasing TGR black grass jelly products and to formulate a marketing strategy for TGR black grass jelly in Bandar Lampung City. This study used a case study method with qualitative and quantitative approaches. Data were collected by surveying 38 consumers, namely 20 retailers and 18 household consumers. The sources of this study were the owner of the TGR black grass jelly agroindustry, the Department of Trade and Industry, and 4 retailers. The analytical method used to analyze the level of satisfaction was the Customer Satisfaction Index (CSI), the level of loyalty was analyzed using a loyalty pyramid, and the marketing strategy was analyzed using SWOT and QSPM. The results showed that the level of consumer satisfaction for TGR black grass jelly obtained a value of 70.78%, which means that consumers are satisfied with TGR black grass jelly products, but 29.22% of consumer expectations have not been achieved. The level of consumer loyalty for TGR black grass jelly is in the satisfied category. TGR's black grass jelly marketing strategy focuses on increasing competitiveness and expanding the market through product quality enhancements, workforce optimization, digital marketing, and packaging and promotional innovations. The business's location advantage is leveraged to increase customer numbers and loyalty, thus driving increased purchasing decisions.

Key word: *Agent, black grass jelly, consumers, loyalty, satisfaction*