

ABSTRACT

THE ANALYSIS OF AFFECTIVE TEST AND CUNSUMER SATISFACTION TOWARD “*HERBALIST*” RED GINGER PRODUCT (Study at Haji Mena’s Herbal Factory, South Lampung)

By

Muhamad Septiadi

Haji Mena’s herbal company, South Lampung, is one of fungsional beverage companies. The rise of the other companies will affect product marketing of Haji Mena’s “*Herbalist*” red ginger, South Lampung. Because of that, to win the competition, the company must do marketing well. This research has purpose to know preference degree and consumer satisfaction toward “*Herbalist*” red ginger product at Haji Mena’s herbal product, South Lampung.

This research includes two parts. The first part is organoleptic test, to measure affective test of “*Herbalist*” red ginger consumer and field survey to measure satisfaction degree of “*Herbalist*” red ginger consumer in Bandar Lampung. For the test of consumer preference uses hedonic test by using sixty panelists. Data is analyzed of variants to know whether it has difference between treatment or not. Then, data is analyzed by using Duncan test at 5% degree. Whereas, for the test of consumer satisfaction is done by survey method. Then, data is analyzed quantitatively by using four devices consists gap analysis, important performance analysis, consumer satisfaction index analysis,

and attribute multi analysis model ideal number.

The result of the research shows that ingredient difference of instant drink is basis of red ginger gives real different effect toward joy value of aroma, colour, taste, appearance, and overall acceptance instant drink is basis of red ginger. The result of organoleptic test, "*Herbalist*" red ginger product is loved by consumer with score overall acceptance 3,40 criterion netral. The result of difference analysis shows that the attribute priority of "*Herbalist*" red ginger that must be increased, Company reputation, fluent distribution, hygiene of product and interesting promotion. While the attribute that has the highest satisfaction degree is a product that benefits to health, freshness, price reached and "*Herbalist*" red ginger well accepted by consumer. Those attributes that become excellence of company competitiveness. Based on the result of important performance analysis, the attribute that becomes the main priority (A kuadran) and must be improved its performance; distribution variable, so that it is easy to get "*Herbalist*" red ginger. The next priority to be increased its importance (C kuadran); interesting product design, company reputation, interesting colour, and interesting promotion. The result of the consumer satisfaction index analysis shows that "*Herbalist*" red ginger has given satisfaction to customer with scale score is 25035 (satisfied scale). Next, the result of the attribute multi analysis model ideal number shows that the average value of consumer attitude is 2,834 and it approaches zero (0) as an ideal number whereas non ideal number shows that the average of maximum score is 19,00. So, the attribute of "*Herbalist*" red ginger has reached consumer hope.

Keyword : affective test, consumer satisfaction, "*Herbalist*" red ginger.

