

ABSTRAK

ANALISIS TINGKAT KEPUASAN DAN LOYALITAS KONSUMEN GULA PASIR MEREK GULAKU DI KOTA BANDAR LAMPUNG

Oleh

Vientika Anggraini¹, Fembriarti Erry Prasmatiw², dan Hurip Santoso²

Penelitian bertujuan untuk menganalisis: (1) Tingkat kepuasan dan loyalitas konsumen Gulaku di Kota Bandar Lampung (2) Pengaruh bauran pemasaran terhadap tingkat kepuasan dan loyalitas konsumen Gulaku di Kota Bandar Lampung.

Penelitian dilaksanakan di 3 pasar tradisional (Pasar Tugu, Kangkung, dan Way Halim) dan 3 pasar modern (Chandra, Ramayana, Giant) yang berada di Kota Bandar Lampung. Lokasi penelitian ditentukan secara sengaja (*purposive*). Responden yang diwawancarai sebanyak 66 orang ibu rumah tangga yang kebetulan dijumpai di pasar (*accidental sampling*). Untuk menjawab tujuan pertama, kepuasan konsumen dihitung dengan menggunakan analisis indeks kepuasan konsumen (*customer satisfaction index*), *importance performance analysis* (IPA), sedangkan untuk loyalitas konsumen menggunakan analisis *switcher buyer*, *habitual buyer*, *satisfied buyer*, *liking the brand*, dan *committed buyer*. Tujuan kedua dianalisis dengan menggunakan *Structural Equation Models* (SEM).

Hasil penelitian menunjukkan bahwa: (1) Konsumen Gulaku di Kota Bandar Lampung termasuk konsumen yang loyal dengan tingkat kepuasan yang tinggi (CSI=82,59%). (2) Bauran pemasaran yang terdiri dari empat variabel (produk, harga, tempat dan promosi) tidak berpengaruh secara nyata terhadap tingkat kepuasan dan loyalitas konsumen Gulaku di Kota Bandar Lampung, karena nilai t-hitung lebih kecil daripada t-tabel ($t\text{-hitung} < t_{\text{tabel}}$).

Kata kunci: Gulaku, kepuasan, konsumen, loyalitas, SEM, CSI, IPA

1. Mahasiswa Jurusan Agribisnis Fakultas Pertanian Universitas Lampung

2. Dosen Jurusan Agribisnis Fakultas Pertanian Universitas Lampung

ABSTRACT

ANALYSIS THE LEVEL OF SATISFACTION AND CUSTOMER LOYALTY OF GULAKU IN BANDAR LAMPUNG CITY

By

Vientika Anggraini, Fembriarti Erry Prasmatiwi, Hurip Santoso

This study aims to analyze: (1) The level of satisfaction and consumer loyalty of Gulaku in Bandar Lampung (2) Effect of the marketing mix to the level of customer satisfaction and loyalty of Gulaku in Bandar Lampung.

The study was conducted in three traditional markets (Market Tugu, Watercress Market, and Way Halim) and 3 modern markets (Chandra, Ramayana, Giant) in Bandar Lampung. The location of the research was determined purposive. Respondents who were interviewed as many as 66 people a housewife who happened to be found in the market (accidental sampling). To answer the first objective, customer satisfaction index is calculated using the analysis of customer satisfaction (customer satisfaction index), importance performance analysis (IPA), while for consumer loyalty using analysis switcher buyer, habitual buyer, satisfied buyers, liking the brand, and committed buyer. The second objective was analyzed using Structural Equation Models (SEM).

The results showed that: (1) Consumer Gulaku in Bandar Lampung, including loyal customers with a high level of satisfaction (CSI = 82.59%). (2) The marketing mix consists of four variables (product, price, place and promotion) did not significantly affect the level of customer satisfaction and loyalty Gulaku in Bandar Lampung, because the calculated value of t is less than t-table (t-count <1.67).

Keyword : *CSI, customer, Gulaku, IPA, loyalty, satisfaction, SEM*