

## **ABSTRACT**

### **COFFEE CONSUMER BEHAVIOR ANALYSIS IN THE BUYING OF CIVET COFFEE IN CV. DUTA LUWAK BROTHER'S LINK (A Case Study In West Lampung District)**

**By**

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The purpose of this research were (1) to identify decision process conducted by consumers in the purchase of civet coffee in CV. Duta Luwak Brother's Link. (2) to analyze levels of customer satisfaction for civet coffee of Duta Luwak Brother's Link brands. (3) to obtain an alternative marketing policy based on the study of behavior of consumers on the civet coffee marketing of Duta Luwak Brother's Link brands. This research was done by survey methods. Respondent who used in this research as many as 32 of respondents. The data were analyzed by using descriptive analysis , ideal model numbers , *Importance Performance Analysis* ( IPA ) and *Costumer Satisfaction Index* (CSI).

The results of research showed that process of the decision by the consumers in the purchase of civet coffee of Duta Luwak Brother's Link in the introduction of the needs of by means of a trial and error by 50 percent, for the satisfaction of 69 percent. The analysis of figures obtain multiatribut ideal the value of the attitude of respondents of civet coffee of Duta Luwak Brother's Link is 17.3. It means civet coffee is in the category of very good coffee. The result of *Important*

*Performance Analysis* (IPA) showed that the attribute of Duta Luwak Brother's Link which were less than satisfied customers were advertising and promotion. The attributes that must be maintained its performance were Halal Label MUI , permission ministry of finance , a sense of novelty products and product quality. The attributes that must be improved were price , brand, clarity the expiration date, quantity / the contents of the product. Whose the attributes that had excessive performance were packaging , the aroma , the availability of products, and the type of packaging. The *Customer Satisfaction Index* (CSI) consumer of coffee civet which reached 77,76 percent where is in the 0,66 per 0,80 scale, which can be said in the satisfied criteria.

Keyword: civet coffee, consumer behavior, price, *IPA*, and *CSI*