ABSTRACT

THE DEMAND AND SATISFACTION OF HOUSEHOLD CONSUMER ON POWDERED MILK CONSUMPTION IN BANDAR LAMPUNG

By

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The purposes of this research are to investigate the demand of powdered milk at the household level, to know what factors influence the demand, to analyze satisfaction level and to know the influencing factors of household consumer satisfaction on powdered milk consumption in Bandar Lampung. This research was conducted by purposive survey method in three traditional markets, three modern markets, and four minimarkets in Bandar Lampung. The samples of this research were 80 people that taken by accidental sampling method. Data collection was conducted from August until November 2014. The demand level and its influencing factors were analyzed by using Equipment Function; satisfaction on powdered milk consumption was measured by customer satisfaction index (CSI), whereas the factors that influenced household consumer satisfaction were analyzed by logistic regression analysis. The result of this research showed that demand of powdered milk consumed by household consumer was 670 gr/month. The factors that influenced powdered milk demand were powdered milk cost, liquid milk cost, and income level, while the the factors of thick milk cost, tea cost, sugar cost, Milo cost, cereal cost, coffee cost, level of education, count of family member, and kind of milk were not influence it. There were 76.25% consumers felt satisfied by the powdered milk performance, and the rest of 23.75% consumers felt unsatisfied. Factors that influenced consumer satisfaction level were powdered milk cost and buying location. Whereas, ages, income level, and length of consumption were the uninfluencing factors of it.

Keywords: consumption, demand, powdered milk, satisfaction