

ABSTRACT

VALUE ADDED, MARKETING MIX AND CONSUMER BEHAVIOR IN PURCHASE DECISION OF RATTAN PRODUCT (TANGGOK AND PENGKI PATIO SEAT) IN BANDAR LAMPUNG CITY

By

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This research aims to determine: (1) procurement of raw material, (2) value added of rattan product (Tanggok and Pengki Patio Seat), (3) marketing mix strategy implemented by rattan agro-industry in Bandar Lampung City (4) the effect of marketing mix and consumer behavior in purchase decision of rattan product. This research was conducted in Bandar Lampung City as location of rattan agro-industry. The numbers of manufacturer respondents were 10 people. The numbers of consumer respondents were 60 people that consist of 33 people who made a purchased rattan product and 27 people who did not make a purchased rattan product. The data analysis method used were descriptive analysis, Hayami method analysis, and regression logistic analysis. The results showed that (1) procurement of raw material at rattan agro-industry in Bandar Lampung City already qualified as five element were proper of quantity, proper of quality, proper of time, proper of cost, and proper of organization, (2) value added of Tanggok Patio Seat was Rp18.054,32 and value added of Pengki Patio Seat was Rp16.613,02, (3) marketing mix strategy implemented by rattan agro-industry in Bandar Lampung City can not be applied maximally because promotion as one of the marketing mix strategy had not been applied by all manufactures, (4) consumer perception of product and promotion, psychological factor, cultural factor, income, and gender had positive effect while consumer perception of distribution had negative effect on consumer decision to purchased rattan product in Bandar Lampung City.

Key words: consumer behavior, marketing mix, rattan product