ABSTRACT

THE MARKETING MIX AND LOYALTY OF THE CUSTOMERS OF TAUCO IN PRABUMULIH

By

Rini Pradita

The aims of this research are to analyze: marketing mix and marketing margin, costumer’s characteristics, attributes contained in tauco, as well as the level of customer’s satisfaction and loyalty toward tauco in Prabumulih. The research was conducted at the Inpres Market, a traditional market in Prabumulih. The research location was determined purposively. The number of interviewed respondents were 60 housewives and 12 vendors consisting of 1 wholesalers and 11 retailers who were happened to be found in the market (accidental sampling). The first objective was answered by descriptive analysis and marketing margins analysis, the second and the third were answered by descriptive analysis, whereas the fourth was calculated by analysis of CSI (customer satisfaction index) for the satisfaction, and by pyramid loyalty analysis for the loyalty. The CSI consisted of switcher buyer, habitual buyer, satisfied buyer, liking the brand, and committed buyer. The research showed that the marketing mix of tauco consisted of 4P tool marketers are, product, price, place, and promotion. The marketing margin of tauco consisted of the first and the second channel. Costumer’s of tauco were in average of 40 years old, finished their education until senior high school, had 4 family members, and income per month amounted to Rp5.341.666. The attributes of tauco were taste, texture, flavor, condition of the packaging, product hygiene, tauco’s price, ease of getting products, and sales promotion. The customers of tauco in Prabumulih were belonged to be loyal customers with a high level of satisfaction (CSI = 71.2%). Based on the pyramid loyalty, costumers of tauco were categorized as loyal costumers for the value of switcher buyer was only 6.7%.

Keywords: costumers, CSI, marketing mix, loyalty, tauco.