ABSTRACT

CUSTOMERS SATISFACTION AND LOYALTY TO COFFE POWDER OF SINAR BARU CAP BOLA DUNIA IN BANDAR LAMPUNG CITY

By

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This study aims to determine: the highest satisfaction level of SB-CBD product attributes, analyze the level of customer satisfaction coffee powder SB-CBD, analyze the level of loyalty coffee powder SB-CBD, and the relationship between customer satisfaction and loyalty of coffee powder SB-CBD. This research was conducted in the city of Bandar Lampung purposively. The number of consumer respondents as many as 60 people, using accidental sampling. The data was analyzed by descriptive analysis, analysis of Consumer Satisfaction Index (CSI), analysis of Important Performance Analysis (IPA), pyramid loyalty and Rank Spearman correlation analysis. The results showed that there were five attributes coffee powder SB-CBD which had the highest satisfaction namely halal label, taste, price, aroma, and expiration dates. The level of customer satisfaction of coffee powder SB-CBD belonged to satisfied criteria and promotion attributes needed to be improved for better company's performance. The level of consumer loyalty of coffee powder SB-CBD belonged to the category of loyal because the majority of consumers as described in pyramid loyalty were at the level of liking the brand. There was a positive relationship between the level of satisfaction and loyalty coffee powder SB-CBD.

Key words : coffee powder SB-CBD product, CSI, IPA, satisfaction and loyalty.