

ABSTRACT

PRODUCT DESIGN EFFECT ANALYSIS OF ORAL – B TOOTHBRUSH TO TOOTHBRUSH CUSTOMER PREFERENCE IN BANDAR LAMPUNG

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Technology development always goes by the age. The advanced technology makes human needs raising time by time. One of human basic needs are to brush their tooth. Oral – B one of those toothbrush which are it product design. Design, that are one of the element which is build the trade mark identity have to be made as attractive as possible to get the customer attract by it product. Various toothbrush design in the market right now makes the design to be one of the element that really has to be considered in customer perception to buy. The problem that faced are Oral-B toothbrush gain index are high but Oral-B only placed on the third place in the market, that caused by the decreased selling. The problem discussed in this research are : Thus Oral-B product design has the positive effect of customer attraction to buy the product?

This research goal are to know the effect of product design on colors, shape, size, logo, texture, and the material variable itself to customer buying preference in Bandar Lampung. Given hypothesis are Oral-B toothbrush product design has a positive effect to the customer in Bandar Lampung buying preference, which is done by the non probability sampling but accidental sampling with established as much as 150 respondent.

Analysis tools that used are qualitative and quantitative analysis. Qualitative analysis are done by analyzing the problem with theoretic approach and based on marketing concept, especially the theories that involved within product design and analyze the relationship between customer buying preference in Bandar Lampung to Oral –B toothbrush product. Quantitative analysis are counted by using logistic binary regression analysis with SPSS 13.0 program help.

Based on counting result, product design has a positive effect on buying preference in 0,05 significant rate. Marked by significant color on 0,001 probability, shape are significant on 0,001 probability, size are significant on 0,008 probability, logo are significant on 0,005 probability, texture are significant on 0,002 probability, and material are significant on 0,025 probability. Based on differences of those six variables that colors and shape are more significant than the other variables, so it can be concluded that color and shape (design) has more dominant effect to buying preference. Logistic binary accuracy test with Hosmer and Lameshow resulting 1,000 point number. The number bigger than 0,01 so H_0 accepted. Nagelkerk point R^2 as 0,835, that means that product design variable color, shape, size, logo, texture, and material, only effect on the buying preference as much as 83,5% and the rest are affect by the aother variables outside product design variable.

Suggestion that given to the Oral-B producer are, Procter and Gamble are better to keep continue to keep maintain and increase various product design of it toothbrush product because based on the questionnaire that has been spread, product design variables has positive effect on buying preference and maintain mark goodwill in the market with keep increasing the quality of product design with adding new colors, creating more attractive shape, creating more ergonomic size of the toothbrush, fixing the logo printed on the product, smoothing toothbrush handle and the furr, and so using the better and eco friendly material.

So the research result can be continue and considered by the central P&G, so it is suggested to do further research.