

ABSTRACT

THE ATTITUDE AND SATISFACTION OF HOUSEHOLD CUSTOMERS TO THE BLACK TEABAG SARIWANGI AND SOSRO IN BANDAR LAMPUNG

By

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This study was purposed to analyze the comparison between attitudes and satisfaction of customer black teabag Sariwangi and Sosro in upper and lower middle classes household and the relationship between the group of households with customer's attitude and satisfaction to the black teabag. This research was conducted in Bandar Lampung and used survey methods. District of Kemiling represented lower middle sub-district and Sukarame represented upper middle sub-district. Then Beringin Raya Village represented District of Kemiling and Sukarame Baru Village represented the District of Sukarame with total of 60 household respondents that consist of 30 black teabag Sariwangi respondents and 30 black teabag Sosro respondents. Sampling were taken by using simple cluster sampling and quota sampling. Data was taken in September to November 2014. Data were analyzed by Multiatribut Fishbein analysis, Constumer Satisfaction Index, and Cross Tabulation Multitable analysis. The results showed that the respondents preferred teabag Sariwangi compared teabag Sosro. In the upper middle class household, black teabag Sariwangi were preferred over Sosro, while in the lower middle class households black teabag Sosro were preferred over teabag Sariwangi. Sariwangi respondents were very satisfied while respondents Sosro only satisfied with the attributes of the two black teabag. The level of satisfaction that were given by black teabag Sariwangi was higher than black teabag Sosro on the upper and lower middle class. However, there was no real connection between the group of households with customer's attitude and satisfaction to teabag Sariwangi and teabag Sosro.

Keywords: Attitude, Satisfaction , Teabag Sariwangi, Teabag Sosro