

ABSTRACT

STUDY OF THE COFFEE BEAN POST-HARVEST PROCESSING OF PROFITS, CUSTOMERS SATISFACTION AND LOYALTY TOWARD GHALKOFF COFFEE

By

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Lampung Province has a great potential yield of coffee plantations. This potential causes the rise of agro-industrial businesses which are coffee-based. PT. Ghaly Roelies Indonesia is one of the coffee-based agro-industry in Lampung Province. This research aims to analyze the benefits of Ghalkoff Coffee's products as well as consumers' satisfaction and loyalty who consumed Ghalkoff Coffee beverages based on the variety of processing. This research was conducted in two places, namely PT. Ghaly Roelies Indonesia's agro-industry and Ghalkoff Cafe. The research was conducted by survey method, involving 58 respondents, in which data was collected by conducting interviews based on the consumers' purchase histories. The data was analyzed by Cost of Sales, Customer Satisfaction Index (CSI) and Loyalty Pyramid analysis. The analysis showed that the variety of processing effected the profits, which was shown by a percentage range of profits of 50.67 to 66.51 percent. The highest profit was obtained by the coffee processing of F12 variant which about Rp365,794.28/Kg. The lowest profit was obtained by the coffee processing of F2 variant which about Rp91,205.58/Kg. The level of customer satisfaction on consuming Ghalkoff Coffee beverages was on the criteria of being very satisfied with the CSI value of 85.66 percent. Ghalkoff Coffee beverage consumer loyalty was at Liking the Brand level in which value was 87.93 percent based on loyalty pyramid analysis test.

Keywords : Consumers, loyalty, processing, profits, and satisfied.

ABSTRAK

STUDI RAGAM PENGOLAHAN PASCA PANEN BIJI KOPI TERHADAP KEUNTUNGAN, KEPUASAN DAN LOYALITAS KONSUMEN KOPI GHALKOFF

Oleh

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Provinsi Lampung merupakan daerah yang memiliki potensi di bidang perkebunan kopi. Potensi tersebut menyebabkan maraknya usaha agroindustri yang berbahan baku kopi. Salah satu agroindustri berbasis kopi yang ada di Provinsi Lampung adalah PT. Ghaly Roelies Indonesia. Tujuan dilakukannya penelitian ini adalah untuk menganalisis keuntungan produk Kopi Ghalkoff serta kepuasan dan loyalitas konsumen sajian minuman Kopi Ghalkoff berdasarkan ragam pengolahan. Metode penelitian yang digunakan adalah metode survei yang melibatkan 58 responden dan data dikumpulkan dengan cara melakukan wawancara berdasarkan riwayat pembelian. Data dianalisis dengan alat analisis Harga Pokok Penjualan, *Customer Satisfaction Index* (CSI) dan Piramida Loyalitas. Penelitian dilakukan pada dua tempat yaitu lokasi agroindustri PT. Ghaly Roelies Indonesia dan Ghalkoff Cafe. Hasil analisis menunjukkan ragam pengolahan berpengaruh pada keuntungan, yang ditunjukkan dengan rentang persentase keuntungan antara 50,67 sampai 66,51 persen. Keuntungan tertinggi didapat dari hasil pengolahan kopi F12 sebesar Rp365.794,28/Kg. Keuntungan terendah didapat dari hasil pengolahan kopi F2 sebesar Rp91.205,58/Kg. Tingkat kepuasan konsumen dalam mengonsumsi sajian minuman Kopi Ghalkoff berada pada kriteria sangat puas dengan nilai CSI sebesar 85,66 persen. Loyalitas konsumen sajian minuman Kopi Ghalkoff berada pada tingkat *Liking the Brand* dengan persentase sebesar 87,93 persen berdasarkan uji analisis piramida loyalitas.

Kata kunci : Kepuasan, keuntungan, konsumen, loyalitas dan pengolahan.