

ABSTRACT

ANALYSIS OF CONSUMER PREFERENCES FOR SEBATIN SUNSETMOMENT PERFUME PRODUCTS

By

KARINA ELVIRA ADIANTI TARIGAN

Sebatin Sunset Moment perfume was a new perfume product from Lampung that provides a characteristic fresh lemon scent combined with spices from Lampung agricultural products. This perfume product requires product development efforts by analysing consumer preferences. Analysis of consumer preferences is carried out by providing an assessment of the Sebatin Sunset Moment Perfume product attributes. Product attributes in this study refer to the 4P marketing mix (product, price, place, and promotion). The purpose of this study was to identify the characteristics of Sebatin Sunset Moment Perfume consumers and to determine consumer preferences based on the level of importance and performance of Sebatin Sunset Moment Perfume product attributes. Descriptive analysis and Importance Performance Analysis (IPA) were carried out to achieve these objectives. The results of this study indicate that the characteristics of Sebatin Sunset Moment Perfume respondents are mostly female, aged 20-25 years, not working or still students, the last education is high school, and has an income of Rp. 1,000,000 - Rp. 3,000,000. Based on the results of Importance Performance Analysis (IPA), the attributes of Sebatin Sunset Moment Perfume are divided into 4 quadrants of Cartesian Diagram. Price was positioned in quadrant 1 (attributes to improve) ; aroma, aroma resistance, alcohol content, and quality of raw materials were positioned in quadrant 2 (maintain performance) ; brand/product name, packaging (shape, size/volume, colour), and place of purchase/ease of obtaining were positioned in quadrant 3 (attributes to maintain) ; and promotions was positioned in quadrant 4 (attributes to de-emphasize).

Keywords : Perfume, 4P, IPA, Cartesian

ABSTRAK

ANALISIS PREFERENSI KONSUMEN TERHADAP PRODUK PARFUM SEBATIN VARIAN *SUNSET MOMENT*

Oleh

KARINA ELVIRA ADIANTI TARIGAN

Parfum Sebatin varian Sunset Moment merupakan produk parfum baru dari Lampung yang memberikan ciri khas aroma segar lemon dipadukan dengan rempah-rempah bahan hasil pertanian Lampung. Produk parfum ini membutuhkan upaya pengembangan produk dengan melakukan analisis preferensi konsumen. Analisis preferensi konsumen dilakukan dengan memberikan penilaian terhadap atribut produk Parfum Sebatin varian Sunset Moment. Atribut produk pada penelitian ini mengacu pada marketing mix 4P (product, price, place, and promotion). Tujuan penelitian ini adalah mengidentifikasi karakteristik konsumen Parfum Sebatin varian Sunset Moment serta mengetahui preferensi konsumen berdasarkan tingkat kepentingan dan kinerja atribut produk Parfum Sebatin varian Sunset Moment. Analisis deskriptif dan Importance Performance Analysis (IPA) dilakukan untuk mencapai tujuan tersebut. Hasil penelitian ini menunjukkan karakteristik responden Parfum Sebatin varian Sunset Moment mayoritas berjenis kelamin perempuan, berusia 20-25 tahun, belum bekerja atau masih pelajar/mahasiswa, berpendidikan terakhir SMA/SMK/SMEA, dan memiliki pendapatan atau uang saku sebesar Rp. 1.000.000 - Rp. 3.000.000. Berdasarkan hasil Importance Performance Analysis (IPA) atribut-atribut Parfum Sebatin varian Sunset Moment terbagi dalam 4 kuadran Diagram Kartesius. Harga berada dalam kuadran 1 (prioritas utama) ; aroma, ketahanan aroma, kadar alkohol, dan kualitas bahan baku berada dalam kuadran 2 (pertahankan prestasi) ; merek/nama produk, kemasan (bentuk, ukuran/volume, warna), dan tempat pembelian/kemudahan mendapatkan berada dalam kuadran 3 (prioritas rendah) ; dan promosi berada dalam kuadran 4 (cenderung berlebihan).

Kata kunci : Parfum, 4P, IPA, Kartesius