ABSTRACT

ANALYSIS OF DEMAND, SATISFACTION, AND LOYALTY OF HOUSEWIVES CUSTOMER IN CONSUMING SUN KARA COCONUT MILK IN BANDAR LAMPUNG

By

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The aims of this research were to determine pattern of consumption, demand, satisfaction, and customer loyalty Sun Kara in Bandar Lampung. This research was conducted in May 2014 until June 2014 using survey method. Total respondents were 80 housewives. The research's location at traditional market, stall, minimarket, and supermarket in Sukarame Subdistrict and Rajabasa Subdistrict. The data analysis' tools were desciptive analysis, multiple regression, Customer Satisfaction Index (CSI), analysis of switcher buyer, habitual buyer, satisfied buyer, liking the brand and committed buyer. The results showed that frequency of purchasing Sun Kara was 1-2 times and amount of purchasing Sun Kara ranged between 62-200 ml per month. Consumers often buy Sun Kara in stall. Sun Kara was usually used for cooking ingredients. Most respondents were unaware of nutrient that contained in coconut milk. The variables that significantly affect demand for Sun Kara were price of Sun Kara, Cocomas, coconut, squeezed coconut, chicken meat, young jack fruit, cendol, and number of household members and jobs. Sun Kara coconut milk was household needs. Cocomas coconut milk, chicken meat, young jack fruit, and cendol were substitution while coconut and squeezed coconut were complementary of the Sun Kara coconut milk. The calculation's result of Customer Satisfaction Index (CSI) was 73% which means satisfied. Respondents that categorized as switcher buyer were 8.75%. Respondents that categorized as habitual buyer were 41.25%. Respondents that categorized as satisfied buyer were 66.25%. Respondents categorized as liking the brand were 55%. Respondents that categorized as committed buyer were 33.75%.

Keywords: Demand, Loyalty, Satisfaction, Sun Kara Coconut Milk