

SUMMARY

ANINDYA MARSHA MASITHA. 0910440242. CUSTOMER SATISFACTION ANALYSIS OF LOCAL AND IMPORT BLACK GRASS JELLY GEL (Case Study On Consumer in the Village Merjosari, Lowokwaru, Malang). Supervised by (1)Prof. Dr. Ir. Djoko Koestiono, SU and (2) Dina Novia Priminingtyas, SP. MSi.

The high national income is donated agricultural sector also increases the probability of industrial agriculture-based products appearance, which are known as agro-industry. One of agro products which have been known for quite a long time by the people of Indonesia are black grass jelly gel. Demand for black grass jelly plant as black grass jelly gel material not only from the regions in Indonesia alone, but also countries in Asia and Europe. But unfortunately, black grass jelly raw materials are exported are sent back to Indonesia in the form of finished products with better quality than local products.

Black grass jelly gel packs were distributed in Malang is divided into two types, namely black grass jelly gel packaging products local and imported. The presence of imported products gives rise to competition between local production grass jelly gel with imported grass jelly gel products, the impact of its worst could kill the industry that has been built for a long time. However there are times where imported products are also be good for the local agro-black grass jelly gel. Progress and implementation of technology on the imported black grass jelly gel products become scattered examples for local black grass jelly gel products. As an implication, the products produced by domestic manufacturers should be able to compete with imported products. The success of consumer level products one of which is determined by customer satisfaction with the product due to the high level of customer satisfaction that can build customer loyalty to the product. Therefore, the aim of this study was to (1) analyze the attributes that influence consumer decision-making in the black grass jelly gel consume local products and imports, and (2) to analyze and compare customer satisfaction with two black grass jelly gel products, namely black grass jelly gel local and imported.

Research sites chosen purposively, whereas sampling of respondents was conducted by cluster sampling. Determination of the number of respondents referred to the opinions expressed by Arikunto (2006), which was 20% of the population, where the population is 402 head of the family, so there were 80 respondents. Respondents were sampled in this study is housewife who consume local black grass jelly gel products and imported black grass jelly gel. If consumers have never tried one or both of these products is carried out by researchers in a persuasive approach to consumers to try both products. Given that the primary purpose of this study is to compare customer satisfaction gel between local and imported black grass jelly, then each consumer is required to try both products and then determine which product they choose. Analysis tools used in this study is the *Cochran Q Test*, *Importance Performance Analysis* and *Customer Satisfaction Index*.

Results from this study are to answer the first objective, an analysis *Cochran Q Test* to test up to four times. From the analysis, there are seven of each attribute that consumers consider the black grass jelly gel consume local products

and imports. Process analysis is then used to answer the second objective, which is to know on the products where consumers have the highest satisfaction by first analyzing the satisfaction of each attribute using *Importance Performance Analysis*. After satisfaction of each attribute is known, the score is then analyzed by using *Customer Satisfaction Index*. Results of calculations using *Customer Satisfaction Index* is known that the highest levels of customer satisfaction are the imported black grass jelly gel products by a score of 75,80%, whereas the percentage of local black grass jelly gel satisfaction level of only 66,27%.

Advice can be given to the owner of local black grass jelly gel manufacturers are packaging made of thin plastic material is preferably replaced with better materials like plastic that is thicker and airtight so as to keep the product for longer durability. Changes in the text color on the packaging of one color into many colors or images as well as the inclusion of a more attractive form of letters suggested in an attempt to attract customers. In addition, local black grass jelly gel with a smaller scale industry should start considering doing promotional strategy, both through advertising and mass media, pricing strategies or other strategies.

