ABSTRACT

Consumer Preferences Analysis and the Implication to Cavendish Banana Marketing Strategy of PT. Sewu Segar Nusantara

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The purposes of this study are: (1) to analyze whether the marketing strategy has been correctly applied currently; (2) to identify consumer consideration in consuming fresh fruits, especially banana; (3) to know how big is consumer awareness to Sunpride cavendish banana; and (4) to look for the best marketing strategy alternative for the company. This study uses descriptive method with PT. Sewu Segar Nusantara as the case study and consumer survey. The first purpose uses descriptive method, the second purpose uses Conjoint analysis, the third purpose uses Fishbein Multiattribute analysis and the last one uses SWOT analysis. The result of this study shows the segmentation is for the women, age between 16 – 45 years old who have mid to high economic class, targeting to mid to high economic class and positioning is Sunpride cavendish banana that has good quality and good for health, being planted without using any dangerous chemicals. Fishbein analysis shows eight attributes that have positive value which are taste, advantage of consuming banana, the color of the banana meat, banana meat texture, color of the banana skin, price, size of the banana and place to buy. And the negative value is brand of the banana. The Conjoint analysis shows the combination of the banana attribute preferences by the customers. And the SWOT analysis shows the strength of PT. Sewu Segar Nusantara such as superiority banana quality, continuity of banana supply, good distribution armada, marketing outlets, implementation of high technology, good quality control and good promotion. The weaknesses are they need to consider to diversify their product, rely on only one production centre/plantation, limited skilled labour and need more training for their employee. The opportunities are big market chance to diversify their fruits, people buying capability which will become better and awareness to live healthy. The threats are came from other imported fruits and local fruits. The alternative strategy for dealing with strength (S)-opportunity (O) factor is market expansion strategy, vertical integration strategy. To deal with weaknesses (W)- opportunity (O) uses product development strategy and human resources improvement strategy. To deal with strength (S)- threats (T) uses superiority product quality strategy and superiority technology. To deal with weaknesses (W)- threats (T) uses product development with improvement in quality control strategy.