ABSTRACT

Analysis of Consumer Preference toward Mild Cigarette

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The purpose of this study are: (1) To Analyze the consumer characteristic of mild cigarette; (2) To analyze the perception consumer of mild cigarette; (3) To analyze the distribute of mild cigarette toward consumers loyalty. The methodology for collecting data is accidental interview from 111 respondents from all over Jakarta. This study is using multi attribute Fishbein and price sensitivity analysis. Result of this study are the following: (1) General characteristic of mild cigarette consumers are male with ages 25 - 30 years, graduate level and working in private sector, monthly salary Rp. 1 million - Rp. 1.5 million and monthly expenditure Rp.500,000 - Rp.1 million; (2) Top of mind brand for mild cigarette is A Mild, produced by PT.HM Sampoerna, Tbk. Followed by Star Mild, which produced by PT. Bentoel Indonesia; (3) To maintain consumer loyalty, producer from each product should apply the changer level of price at Rp.250-Rp.500.