ABSTRACT

Analysis of Consumer Satisfaction on Arwana Ceramic Products.

Budi Rahardjo

The objectives of this study are to: a) Analyze the level of consumer satisfaction Arwana ceramics tile, b) Analyze the ceramic attributes that affect customer satisfaction, c) Formulate managerial implications. Gap Analysis and Importance Performance Analysis (IPA) were used to analysis this study. To analyze factors gap determinant was used regression analysis. Difference of expectations and performance (gap) influenced by the quantity of used and household expenditure. Importance performance analysis showed 3 priorities to be improved are: A3; A9; A7. Four attributes to keep on performed as existing product are: A2; A4; A1; A5. Three attributes over performed are A6; A10; A11 and one attribute not importance is A8.

Key words: Ceramics, Gap Analysis, Importance and Performance Analysis.