SUMMARY

ASLIH SRILILLAH. Customer Segmentation and Satisfaction Analysis and the Implication towards Products Development in Taman Wisata Mekarsari. Supervised by RIZAL SYARIEF and KIRBRANDOKO.

The purpose of this study were to identify customer characteristic of Taman Wisata Mekarsari; to identify customer segmentation of Taman Wisata Mekarsari based on demographic and customer preferention; to analyze customer satisfaction of Taman Wisata Mekarsari; and to recommend products development strategy to Taman Wisata Mekarsari based on segmentation. Data analyzed was taken from 150 respondents through the distribution of questionnaires at Taman Wisata Mekarsari during weekend. Segmentation was analyzed by using k-means cluster analysis; customer satisfaction was analyzed by Important Performance Analysis (IPA) and Customer Satisfaction Index (CSI). The results of this study are: segmentation based on demographic, could be divided into: teenager (25%), young-mature (44%), and adult (31%). Young-mature and adult segment that stay overnight, enjoy the attractions, and shopping is the most potential target for Taman Wisata Mekarsari based on their contribution to company revenue. Based on IPA and CSI, customer feel satisfy with their visit to Taman Wisata Mekarsari. Customer preferention in Mekarsari has to be considered to develop products and to increase customer visit and revenue of Taman Wisata Mekarsari.

Keywords: segmentation, customer satisfaction, k-means cluster, CSI, IPA