SUMMARY

ROSY INDRA SAPUTRA. Consumer Attitude and Preference Analysis of NPK Fertilizer in Karawang Regency. Supervised by UJANG SUMARWAN and LILIK NOOR YULIATI.

Indonesia's agricultural sector plays an important role in the economy in Indonesia, where from about 112.8 million people who work 36.52% or 41.2 million of them work in agriculture and in 2011 reached Rp 1093.5 billion or 14.72% of GDP. Fertilizers is one of element to increase crop productivity plays an important role in the agricultural sector. False perception of fertilizers, both in terms of usability and practical application of fertilizer in excess of recommended doses contributed to the low level of productivity of rice plants. Potential complex fertilizer market in Karawang regency of West Java particularly significant area of planting areas based on land characteristics rice fields. PT Pupuk Kujang based in Karawang regency, West Java, to get the assignment to supply subsidized fertilizers in West Java, according to the letter PT Pupuk Indonesia (Persero). PT Pupuk Kujang need a competitive strategy to win the market through information NPK Kujang position compared to competitors, consumer preferences on the ideal NPK fertilizer and factors affecting customer loyalty to NPK Kujang.

The study was conducted at PT Pupuk Kujang in May 2013 by using survey methods to farmers as respondents. The data were analyzed with the Cochran test, Fishbein Multiattribut Analysis, Conjoint Analysis and Structural Equation Modeling. Methods of sampling conducted by non-probability sampling with purposive manner.

The results showed that the tested attribute is the attribute price, volume, packaging design, product color, product size, availability of product, ease of getting, bags cleanness, SNI label and distribution license and the expire date is valid attributes to be tested by the Cochran test. NPK Phonska had the highest value consumer attitudes compared to others NPK and NPK Kujang. Consumers a preference towards the ideal complex fertilizer is shaped of NPK fertilizer are tablets, brightly colored and packed in 50 kg. Factors that greatly influence the NPK Kujang respondents' loyalty latent variable distribution is represented by the attributes of the product availability and ease of getting.

PT Pupuk Kujang advised to expedite the improvement of product quality and distribution to improve customer loyalty. PT Pupuk Kujang suggested to conduct a research with tablet complex fertilizer and brightly colored to become a first mover.

Kata kunci: NPK Fertilizer, Attribute, Consumer Attitude, Consumer Preference, Loyality