BUDI SUSILA. Analysis of Satisfaction and Switching Behavior of Ready to Drink Tea Products’ Consumer and its Implication to Marketing Strategy of Teh Pucuk Harum. Supervised by UJANG SUMARWAN and KIRBRANDOKO.

The objective of the study is to analyze the level of customer satisfaction and costumer switching behavior of the ready to drink tea product. The brand that we analyzed is new comer product Teh Pucuk Harum and market leader Teh Botol Sosro.

Customer satisfaction is one of several factors that influenced customer loyalty. Switching behavior is a form of customer loyalty that reflects on proportion-of-purchase in certain period of time. Previous research about switching behavior usually conduct on service and products with low switching barrier and costs. Specific research in Indonesia was not done yet especially for consumer goods such as ready to drink tea products.

This research analyze the influence of marketing mix dimension on customer satisfaction and how satisfaction influence customer switching behavior. The method of the study use consumer survey and personal interview to collect the data. Respondent quantity is 154 person with quota sampling method, 40% from Jakarta, 20% from Bogor, 20% from Tangerang and 20% from Bekasi. The variable of the research is marketing mix dimension which is product’s quality, price, availability, products’ communication and brand reputation. The dimension analyze with descriptive analysis methods and Structural Equation Model (SEM) to indicate its relationship with satisfaction and switching behavior.

Result of the study indicate that marketing mix dimension that influence significantly the customer satisfaction is products’ quality and brand reputation. Customer satisfaction level of Teh Pucuk Harum is higher than Teh Botol Sosro. Switching behavior research shows that switcher loyalty behavior is the most frequent behavior regarding the product of ready to drink tea products.

Managerial implication we could recommend is to implement quality management system to maintain products’ quality. Improve brand reputation by building brand campaign to customer. Use advertising in television or factory visit program is one of program we can recommend. Next step and most important is to ensure product’s availability in market by improving distribution network and channel.

Keywords: consumer satisfaction, ready to drink tea products, structural equation model, switching behavior, marketing strategy