The Satisfaction Analysis of Mizone Isotonic Beverage Consumers

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The objective of this research are (1) to find out the segmentation of the consumer base on demographic and psychographic aspects; (2) to analyze factors that influencing the consumer satisfaction level; and (3) to look for alternatives of marketing strategy to increase the consumer satisfaction. The study was carry out by survey method. 100 data have been collected from respondents in Jakarta, who have consumed MIZONE. Whereas both data processing and analysing were carried out by using a number of analysis tools that consist of: Descriptive analysis, Cluster analysis, CHAID analysis, Multinomial logit analysis, and IPA analysis. The results show that (1) there are four segment of respondent based on demographics and seven segment of respondent based on psychographics; (2) attributes of product that influencing consumer satisfaction are price and advantage of Mizone; (3) the company should design communication strategy through actively promotions of Mizone as one of isotonic beverages and design pricing strategy by assigning an affordable price.