SUMMARY

IFFATUL ULFAH. Analysis of Consumer Perception and Preferences of Fruit Beverages. Supervised by UJANG SUMARWAN and DODIK RIDHO NURROCHMAT.

Sop Buah Pak Ewok and Sop Duren Lodaya restaurants are two of restaurant that based on fruit beverages that developed well in the city of Bogor. Those two restaurants have different fruit beverage characteristic from each other. Based on initial identification, the difference occur on the flavour of the fruit beverage, amount of fruit variation and combination of other ingredients. Those attributes form consumer preference of each product. Each producer also tries to influence consumer preference through marketing mix factors. Therefore it is necessary to analyze consumer perception and preference of the product from each restaurant. The purposes of this study are to to analyze purchase behaviour of fruit beverages, to analyze perception of marketing mix toward consumer preference of fruit beverages, to analyze consumer preference and to formulate marketing strategy at Sop Buah Pak Ewok dan Sop Duren Lodaya.

Based on the research that has been done, consumer purchase behaviour both at Sop Buah Pak Ewok and Sop Duren Lodaya are good, with an average purchase of 1-5 times a month. Restaurants based on fruit beverages are much favoured and frequently visited by families and are also favoured as a place to gather with friends.

Discriminant analysis was conducted to determine the marketing mix factors that influence consumer preference of fruit beverages. The result of this research indicates that at Sop Buah Pak Ewok there is no factors that influence consumer preference. While at Sop Duren Lodaya, there are marketing mix factors that influence consumer preference of fruit beverages, that are price, place, promotion and people.

Based on the results of the conjoint analysis both at Sop Buah Pak Ewok and Sop Duren Lodaya indicates that consumer has preferences for sweet flavour, very diverse fruit variation and combination of a mixture of fruit without any other ingredients. However, the importance value for Sop Buah Pak Ewok in sequence are fruit variation, flavour and combination. While for Sop Duren Lodaya the important value in sequence are flavour, fruit variation and combination.

Implication of marketing strategies that can be provided based on the results of research that have been carried out using the principle elements of the marketing mix are developing fruit beverage products based on consumer preferences. Another addition for Sop Duren Lodaya is to paying attention to product pricing, place, promotion and people that influence the preference of fruit beverages.

Keywords: conjoint analysis, consumer perception and preferences, discriminant analysis, marketing mix