Abstract

An Analysis of Customer Satisfaction Toward Pesticide Product Brand Proclaim 5 SG PT. Syngenta Indonesia

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The purpose of the study were: (1) to analyze customer satisfaction on Proclaim. (2) to identify attributes influencing on customer satisfaction. (3) to analyze correlation among variable of satisfaction. (4) to formulate strategies of managing customer satisfaction on Proclaim of PT. Syngenta Indonesia. The data were collected from 165 farmers living in Brebes and Cirebon. Importance and Performance, Quadrant Analysis, Regression and correlation were used to analyze the data. The result of the study showed that satisfaction of most attributes did not meet expectation. All attributes are categorized to maintain based on Quadrant analysis. There were not attributes which categorized low priority. There were significant correlation between attributes and overall satisfaction. The attributes which showed significant correlation were fast killing effect, safety on crop and packing performance. While demography did not show significant correlation on overall satisfaction. The result suggested that give pay attention to categorize first priority and maintain, conducting market survey consistently and periodically in order to get customer loyalty.