



## ANALYSIS OF THE BEHAVIOR OF THE CONSUMERS OF MORINDA ESSENCE IN CAPSULE WITH PACEKAP TRADEMARK AND ITS IMPLICATION TOWARDS THE STRATEGY OF THE MARKETING MIXTURE OF PT. JAMU PUSPO INTERNUSA

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*The purpose of this study was to analyze the brand awareness and the loyalty the morinda essence product consumers, to analyze the consumer consumption patterns and factors that influence the decision to purchase the morinda essence product in capsule with Pacekap trademark, to analyze the factors being special quality of the morinda essence product with Pacekap trademark compared to the same kind product, and to formulate the exact strategy alternative of the marketing mixture based on the previous marketing analysis and the analysis of the consumers behavior. The data were analyzed from 150 respondents in Bogor. The descriptive analysis and biplot were used to analyze the data.*

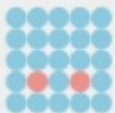
*The result of this study showed that the morinda essence in capsule with Pacekap trademark is the most wellknown trademark and occupies the Top of Mind position. Nevertheless, the consumer loyalty is still difficult to consider based on the experience and the reason why the consumer change the mark. Generally, consumers consume morinda essence because of the healthy reason so that most consumers perceive it as a food supplement, the decision to purchase is based on their wills, consume it for their own needs, plan to purchase it at favourite locations such as pharmacies and drugstores, the most favourable package is bottle package and tend to increase purchase when the discounts offered. Consumers choose Pacekap trademark because capsule is considered practical, avoid consumers from the bad smell, the product has famous trademark and obtainable. Consumers use television and printed media and sales promotion to find out the existence of Pacekap trademark.*

*Pacekap is considered to have a special quality in the attributes of being obtainable, popular trademark, advertisement, price and size variation compared to its competitors namely Berial Javanony and Hawaiian Noni.*

*Referring to the consumers behavior and judgement towards morinda essence in capsule with Pacekap with Pacekap trademark, producer should keep the special quality of the product which is considered positive by consumers, among others by advertising it more creatively and educatively, maintaining and increasing the distributor work by eliminating the product emptiness at potential outlets (pharmacies and drugstores), creating new sales marketing variation, maintaining the price stability and product differentiation by giving added value to the product and product variation*

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