

ABSTRAKSI

Penelitian ini bertujuan untuk mengetahui perbedaan sikap konsumen terhadap sabun mandi merek Lux, Lifebuoy, Giv dan Camay. Mengetahui perbedaan sikap konsumen pada tiap-tiap segmen pasar.

Penelitian ini dilakukan terhadap sabun mandi merek Lux, Lifebuoy, Giv dan Camay dengan harapan dapat memberi manfaat untuk menyusun strategi pemasaran.

Pengambilan sampel dilakukan secara "Multi stage Random Sampling" sebanyak 150 responden pada 4 kecamatan di Kotamadya Bengkulu dengan menggunakan analisis model Fishbein, anova satu jalur dan anova tiga jalur. Dari hasil penelitian diperoleh: Pertama sabun mandi merek Lux mendapat tanggapan paling baik dari responden dengan score 2,96, camay 2,77, Lifebuoy 2,47 dan Giv 1,89. Kedua, segmen pasar utama produk sabun mandi tersebut adalah konsumen tingkat pendidikan SLA/DIII dengan pendapatan kurang dari Rp 250.000 perbulan dan jenis kelamin perempuan untuk segmen ini merek Lux mendapat tanggapan paling baik dengan score 3,12, Giv 2,62, Camay 2,61 dan Lifebuoy 2,13. Faktor utama yang menjadi pertimbangan untuk memilih sabun mandi adalah aroma, harga, promosi, daya bersih dan kemasan. Ketiga, ada perbedaan sikap konsumen terhadap sabun mandi merek

tersebut, baik secara sendiri-sendiri maupun keseluruhan. Hal ini disebabkan oleh perbedaan kepercayaan konsumen terhadap atribut. Untuk semua atribut merek Lux memiliki tingkat kepercayaan paling tinggi, sedang merek Giv memiliki tingkat kepercayaan paling rendah. Keempat, ada perbedaan sikap konsumen terhadap sabun mandi tersebut diatas berdasarkan segmen pasar pendidikan, pendapatan dan jenis kelamin. Perbedaan tersebut membawa implikasi pada modifikasi terhadap iklan yang dilakukan yaitu untuk merek Lux perlu menonjolkan keharuman dan kelembutan untuk kulit. Untuk Lifebuoy perlu menonjolkan aroma, daya bersih dan kemampuan menjaga kulit sepanjang hari. Untuk Giv, semula hanya menonjolkan aspek ramuan alami perlu menonjolkan aroma dan daya bersih. Untuk Camay perlu menggalakkan promosi dengan menonjolkan keharuman dan daya bersih.

ABSTRACT

The purpose of this research was to investigate the differences in customer's attitudes toward soaps of Lux, Lifebuoy, Giv and Camay brand within each market segment.

This research was conducted for soaps of Lux, Lifebuoy, Giv and Camay brands in order to provide any useful recommendations for establishing marketing strategy.

A sampel consisting of 150 respondents was drawn by multy stage random sampling technequue from 4 districts of Bengkulu Municipality, using the attitude analisys of Fishbein model, one way and three ways anovas. The results of this research show that Firstly, Lux soaps received the best responses from the customers with the score of 2,96. Followed by Camay, Lifebuoy and Giv with the scores of 2,77, 2,46 and 1,89, respectively. Secondly, the preme market segment for these soaps cosisted of female customers with the education of senior Hight school or Diploma-three (D-3) levels and with the Monthly income below Rp 250.000 within this segment, Lux soaps received the best responses with the score of 3,12. Followed by Giv, 2,62 and Camay with the scores of 2,61, Lifebuoy 2,13, respectively. The main factors considered in selecting soaps were, aroma,

promotion, price and packing. Thirdly, there were difference in customers attitudes toward soaps of those brands, both individually and collectively, these were because of customers belief in the attributes of those soaps for all attributes, Lux soaps had reseived the highest level of belief from the customers, while Giv had received the lowest one for all attributes. Fourtly, there were differences in customers attitudes toward these brands in terms of Market segment customers education, income and gender. Those differences had any implication for modifying the advertisement. That is to say for Lux will have to stress on its aroma and skin softness effect, Lifebuoy will be imposing its aroma, cleaning effect and the ability to take care of the skin all day long, Giv which only shows that it is made of natural ingredicuts, shoult now impose on it's aroma ang cleaning effect. While Camay should promote itself by stressing it's aroma and clening effect.