

ABSTRAK

Ashri Kusumahati (1100164), “Analisis *Customer Perceived Value* Produk Tropicana Slim *Sweetener* Melalui Program *Customer Education* (Survey Terhadap Peserta Program Tropicana Slim *Office to Office Roadshow*)”, dibawah bimbingan Dr. Vanessa Gaffar, SE.Ak. MBA.

Indonesia merupakan negara ke-tujuh dengan populasi penderita diabetes terbesar di dunia. Pada tahun 2013, jumlah penderita diabetes di Indonesia mencapai 8,5 juta jiwa. Salah satu upaya untuk meminimalisasi resiko terkena diabetes adalah dengan mengkonsumsi pemanis bebas gula dan rendah kalori. Tropicana Slim merupakan *Top Brand* untuk kategori pemanis bebas gula pada tahun 2014. Berdasarkan data pra-penelitian, sebanyak 53% responden menyatakan bahwa dibandingkan dengan manfaat yang dirasakan, pengorbanan untuk mendapatkan Tropicana Slim *sweetener* lebih besar. Sehingga mayoritas responden memiliki tingkat kesadaran kesehatan yang rendah. Untuk meningkatkan kesadaran masyarakat mengenai kesehatan yang bertujuan untuk meningkatkan *Customer Perceived Value* Tropicana Slim *sweetener*, perusahaan melakukan *Customer Education* yang dilakukan secara langsung melalui Program Tropicana Slim *Office to Office Roadshow*.

Objek dalam penelitian ini yang menjadi variabel bebas yaitu *Customer Education*, sedangkan yang menjadi variabel terikat adalah *Customer Perceived Value*. Metode yang digunakan dalam penelitian ini adalah metode deskriptif dan verifikatif. Teknik penarikan sampel menggunakan *purposive sampling*. Yang menjadi responden atau populasi dari penelitian ini adalah peserta Program Tropicana Slim *Office to Office Roadshow*. Dengan menggunakan rumus Slovin didapatkan sampel penelitian sebanyak 100 responden. Teknik analisis yang digunakan adalah *paired sample test* dan analisis regresi linear sederhana.

Hasil penelitian didapatkan gambaran *Customer Education* dan *Customer Perceived Value* berada pada kategori baik. Hasil perhitungan yang didapatkan dari uji *Paired Sample Test* menunjukkan bahwa *Customer Perceived Value* sebelum dan setelah diadakannya *Customer Education* berbeda secara nyata, sedangkan nilai korelasi antara *Customer Education* dengan *Customer Perceived Value* termasuk dalam kategori hubungan yang sedang. Besaran pengaruh *Customer Education* terhadap *Customer Perceived Value* berdasarkan nilai koefisien determinasi didapatkan nilai sebesar 0,350 artinya *Customer Education* berpengaruh secara signifikan terhadap *Customer Perceived Value* sebesar 35,0% sisanya 65,0% dipengaruhi oleh faktor lain yang tidak diteliti. Ini menunjukkan bahwa *Customer Education* dapat dijadikan salah satu cara untuk meningkatkan *Customer Perceived Value*.

Kata kunci : *Customer Education*, *Customer Perceived Value*

ABSTRACT

Ashri Kusumahati (1100164), "*Analysis of Customer Perceived Value Tropicana Slim Sweetener Products Through Customer Education Program (Survey to Participant of Tropicana Slim Office to Office Roadshow Program)*", under the guidance of Dr. Vanessa Gaffar, SE.Ak. MBA.

Indonesia is the seventh country with the largest population of diabetics in the world. In 2013, the number of diabetics in Indonesia has reached 8.5 million people. One attempt to minimize the risk of diabetes is consuming a sugarfree and low calories sweetener. Tropicana Slim is the Top Brand in the category of low calories sweetener in 2014. Based on the data from the pre-study, 53% of respondents said that compared with the perceived benefits, the sacrifice to get the tropicana slim sweetener is bigger. In order to that, the majority of respondents had a low level of health awareness. To raise public awareness about health that aims to improve the Customer Perceived Value Tropicana Slim sweetener, the company directly conducted the Costumer Education through Tropicana Slim Program Office to Office Roadshow.

The objects in this study, the independent variable was the Customer Education, meanwhile the dependent variable was the Customer Perceived Value. The method used in this research were descriptive and verification method. Sampling technique used in this research was the purposive sampling. The respondents or the population of this study were the participants of Tropicana Slim Program Office to Office Roadshow. By using Slovin formula, the sample taken were 100 respondents. The analysis technique used were paired sample test and simple linear regression analysis.

The result showed a description of Customer Education and Customer Perceived Value were in a good category. Calculation results obtained from Paired Sample Test showed that the Customer Perceived Value before and after the holding of Customer Education significantly different, whereas the correlation between the Customer Education and Customer Perceived Value were included in the category of middle relationships. The influence of Customer Education on the Customer Perceived Value was based on the coefficient of determination obtained a value of 0.350, it means that the Customer Education significantly affected the Customer Perceived Value by 35.0%, the remaining 65.0% were influenced by other factors which were not examined. This shows that Customer Education may be one of the ways to improve the Customer Perceived Value.

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ANALISIS CUSTOMER PERCEIVED VALUE PRODUK SWEETENER TROPICANA SLIM MELALUI PROGRAM CUSTOMER EDUCATION

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Key word: Customer Education, Customer Perceived Value