

ANALISIS STRATEGI DIFERENSIASI PADA CV BHUMI DURIAN INDONESIA MENURUT PERSEPSI MASYARAKAT SLEMAN YOGYAKARTA

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Abstrak

Penelitian ini bertujuan untuk menganalisis strategi diferensiasi pada CV Bhumi Durian Indonesia menurut persepsi masyarakat Sleman Yogyakarta. Penelitian ini menggunakan metode deskriptif kuantitatif. Teknik pengambilan sampel menggunakan *purposive sampling* sejumlah 96 responden. Pengumpulan data primer dilakukan dengan metode kuesioner yang telah diuji validitas dan reliabilitasnya. Kuesioner yang dibagikan diukur menggunakan skala *likert*. Berdasarkan hasil penelitian secara keseluruhan variabel strategi diferensiasi memiliki nilai rata-rata hitung sebesar 3,87 yang termasuk dalam kategori setuju. Berdasarkan indikator diferensiasi produk memiliki nilai rata-rata hitung sebesar 3,84 yang termasuk dalam kategori setuju. Berdasarkan indikator diferensiasi pelayanan memiliki nilai rata-rata hitung sebesar 3,85 yang termasuk dalam kategori setuju. Berdasarkan indikator diferensiasi personel memiliki nilai rata-rata hitung sebesar 3,92 yang termasuk dalam kategori setuju. Berdasarkan indikator diferensiasi citra memiliki nilai rata-rata hitung sebesar 3,86 yang termasuk dalam kategori setuju.

Kata Kunci: *Diferensiasi Produk, Pelayanan, Personel, Citra*

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**ANALYSIS OF DIFFERENTIATION STRATEGY AT CV BHUMI DURIAN
INDONESIA ACCORDING TO THE PERCEPTIONS OF THE PEOPLE OF
SLEMAN YOGYAKARTA**

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Abstract

This study aims to analyze the differentiation strategy at CV Bhumi Durian Indonesia according to the perceptions of the people of Sleman, Yogyakarta. This study uses a quantitative descriptive method. The sampling technique used was purposive sampling of 96 respondents. Primary data collection was carried out using a questionnaire method that has been tested for validity and reliability. The questionnaires distributed were measured using a Likert scale. Based on the results of the study as a whole, the differentiation strategy variable has an average calculated value of 3.87 which is included in the agree category. Based on the differentiation indicator, the product has a calculated average value of 3.84 which is included in the agree category. Based on the differentiation indicator, service has a calculated average value of 3.85 which is included in the agree category. Based on the differentiation indicator, personnel have a calculated average value of 3.92 which is included in the agree category. Based on the differentiation indicator, the image has an average calculated value of 3.86 which is included in the agree category.

Keywords: *Product Differentiation, Service, Personnel, Image*