

# ANALISIS DIFERENSIASI PRODUK GULA PASIR PT MADUBARU DIBANDINGKAN PRODUK PESAING BERDASARKAN PERSEPSI KONSUMEN KOTA YOGYAKARTA

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## **Abstrak**

Penelitian ini bertujuan untuk menganalisis diferensiasi produk gula MK pada PT Madubaru Yogyakarta dibandingkan pesaing menurut persepsi konsumen. Penelitian ini menggunakan deskriptif kuantitatif. Teknik pengambilan sampel yang digunakan dalam penelitian ini menggunakan teknik *purposive sampling* sejumlah 100 responden. Pengumpulan data primer menggunakan metode kuesioner yang telah diuji validitas dan reliabilitasnya. Kuesioner yang digunakan skala linker. Berdasarkan hasil penelitian secara keseluruhan indikator bentuk memiliki nilai rata-rata hitung sebesar 3,52 yang dipersepsikan konsumen termasuk kategori setuju terhadap bentuk produk gula MK berkualitas. Berdasarkan indikator mutu kesesuaian memiliki nilai rata-rata hitung 3,72 yang dipersepsikan konsumen termasuk kategori setuju terhadap mutu kesesuaian produk. Hasil penelitian indikator daya tahan memiliki nilai rata-rata 3,53 yang dipersepsikan konsumen termasuk kategorikan setuju terhadap produk gula MK memiliki daya tahan. Hasil penelitian indikator keandalan memiliki nilai rata-rata 3,87 yang dipersepsikan konsumen termasuk kategori setuju terhadap produk gula MK memiliki keandalan.

**Kata Kunci:** *Bentuk, Mutu kesesuaian, Daya Tahan, Keandalan.*

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**DIFFERENTIATION ANALYSIS OF PT MADUBARU SUGAR PRODUCTS  
COMPARED TO COMPETITORS PRODUCTS BASED ON CONSUMER  
PERCEPTION YOGYAKARTA CITY**

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***Abstract***

*This study aims to analyze the differentiation of MK sugar products at PT Madubaru Yogyakarta compared to competitors according to consumer perceptions. This study uses a quantitative descriptive. The sampling technique used in this study was a purposive sampling technique with a total of 100 respondents. Primary data collection uses a questionnaire method that has been tested for validity and reliability. The questionnaire used applies the liker scale. Based on the results of the study as a whole, the form indicator has a calculated average value of 3.52 which is perceived by consumers as agreeing with the form of quality MK sugar products. Based on quality indicators, conformity has a calculated average value of 3.72 which is perceived by consumers as agreeing with the product's conformity quality. The results of the research on the endurance indicator have an average value of 3.53 which is perceived by consumers including being categorized as agreeing that MK sugar products have durability. The results of the research on reliability indicators have an average value of 3.87 which is perceived by consumers as belonging to the category of agreeing that MK sugar products have fairness.*

***Keywords:*** *Form, Suitability, Robustness, Durability.*