

SUMMARY

YUNITA, NPM : 71180712016. Consumer Preferences on Aglaonema Ornamental Plants in Bangun Sari Village, Tanjung Morawa District, Deli Serdang Regency. Under the guidance of Mr. Surya Dharma, SP. MM as chairman of the supervisory commission and Mrs. Desi Novita, SP. M.Si as a member of the supervisory committee.

One of the ornamental plants that is squirming again due to this new trend is Aglaonema. Deli Serdang Regency is one of the largest aglaonema ornamental plant production centers in North Sumatra, especially in Bangun Sari Village, Tanjung Morawa sub-district which has good potential for the development of Agalonema varieties that suit consumer tastes. Therefore, the researcher intends to identify how consumer preferences are with the attributes of aglaonema in Bangun Sari Village, Tanjung Morawa, Deli Serdang Regency.

The methods used are Imperformance Analysis (IPA) and Customer Satisfaction Index (CSI) analysis which show the overall level of customer satisfaction. The data used are primary data obtained from respondents using a survey instrument, namely a questionnaire. The number of respondents is 50 respondents.

The results showed that consumers of Aglaonema ornamental plants were mostly 41-45 years old who were married, had higher education, income of more than three million rupiahs who worked as private employees and entrepreneurs. Sources of information for consumers about Aglaonema ornamental plants obtained from friends. The initial factor considered is the type of ornamental plant Aglaonema. Based on the results of the Importance Performance Analysis (IPA) there are two attributes that become the main priority, namely discounts and promotions. The attributes of Aglaonema ornamental plants that need to be maintained are leaf color, leaf pattern, leaf shape, plant appearance, price, price comparison, based on quality, location, convenience, transportation supplies, close to the center of the crowd, sales media, direct marketing, service, nameplate and logo. As well as priorities that tend to be excessive, namely leaf texture, price discounts and a fairly broad scope. The value of the Customer Satisfaction Index is 90.99 percent, which is in the range of 80 percent - 100 percent. Thus, the Aglaonema ornamental plant in Bangun Sari Village, Tanjung Morawa District can be said to have been very satisfying to consumers.

Keywords: Aglaonema, Ornamental Plants, Consumer