

PENENTUAN STRATEGI BAURAN PEMASARAN PELUMAS FOOD GRADE GREASE BERBAHAN DASAR KELAPA SAWIT DI KABUPATEN PURBALINGGA

Title	PENENTUAN STRATEGI BAURAN PEMASARAN PELUMAS FOOD GRADE GREASE BERBAHAN DASAR KELAPA SAWIT DI KABUPATEN PURBALINGGA
Author Order	of
Accreditation	
Abstract	<p>The objective of this study is to determine the merchant and the user preferences to the specification lubricating grease lubricants, color lubricants, package sizes, shape packaging labels, distribution of lubricants, promotion, and price. Sampling using purposive sampling technique. Analysis of data using friedman test with 5% error level. If there are differences then test ed further by LSD. The results of this research note that lubricant specifications preferred by merchants, which is preferred by the user while the grease is food grade lubricants and general machinery lubrication; the color lubricant preferred by merchants is natural and blue, which is preferred by the user while the grease is natural color; pack sizes preferred by merchants is size 350 g and 150 g with packing cup and bulk, while users liked the size of 350 g with packing cup; form label lubricants are preferred by merchants grease a round shape that is labeled with red and green as well as a square shape label in red, while the grease is preferred by the user labels round and square shapes in red; lubricants distribution are preferred by merchants grease ie grocery stores, retail stores, repair shops, and peddlers, while the grease is preferred by the user distribution through grocery stores and workshops; lubricants promotion are preferred by merchants grease is through internet media, banners, brochures, radio and posters, while users of grease liked by media promotion banners, brochures and posters; the price lubricant grease favored by merchants as preferred by the user of grease that low price low quality, medium quality and medium price high price of high quality.</p>
Publisher Name	Sebelas Maret University
Publish Date	2016-02-05
Publish Year	2016
Doi	DOI: 10.20961/sepa.v12i2.14210
Citation	
Source	SEPA: Jurnal Sosial Ekonomi Pertanian dan Agribisnis
Source Issue	Vol 12, No 2 (2016): February
Source Page	101-110
Url	https://jurnal.uns.ac.id/sepa/article/view/14210
Author	Dr Ir TRI YANTO, M.T