ABSTRACT

Tita Adi Sukma, 21409013, The Analysis of Product Differentiation at Steak Ranjang Bandung, Final Diploma in Marketing Management Course III School of Economics, University Computer Indonesia, under the guidance of Mrs. Windi Novianti, SE., MM

Companies are required to always pay attention to the needs and desires of consumers and trying to fulfill what is expected by the consumer in a more satisfying than those made by competitors. Therefore the company should conduct a product differentiation strategy. As performed Steak Ranjang Bandung as a research location, Steak Ranjang creates a different product than the steak in general, the uniqueness of taste to the level of spiciness can be adjusted to the tastes of consumers.

The purpose of this study was to determine how the responses of consumers on product differentiation on Steak Ranjang Bandung.

The method used in the preparation of this final project is to use a descriptive method that is a study that describes the actual situation within the company. The unit of analysis in this study Steak Ranjang Bandung visitors who account for 50 people as supporters of the sample and data collection techniques by using a field study (observation, interviews, and questionnaires), and literary study.

The result showed that the responses of product differentiation at Steak Ranjang Bandung as a whole is included in the criteria with the value obtained for 1621 (72%).

Keywords: Product Differentiation