ABSTRACT

Hamzah Koesasih Putra, 21407008 “ ***The Analysis of Product Attributes Calpro Air Refresher At PT.Hoffmen International Bandung", under the guidance of*** **Raeny Dwisanty, SE.,M.Sc.**

An increasingly competitive world of marketing requires companies to have the superior competitiveness. To be able to exist in the production process and the continuity of the company we are required to remain awake. more hard working, smart, and creative. On the other hand, consumers are faced with a wide range of product choices. Creating quality products and popular consumer is a challenge for the company.

PT.Hoffmen International is a company engaged in janitorial services and products perfume air freshener, which includes several areas of service include: restoration and crystallization of marble and granite, general cleaning, cleaning servie, hygene washroom systems, sanitary, and so on.

The author's intent to conduct this research is to know how big the response of consumers about product attributes by PT.Hoffmen.

The method used in the preparation of this Final Project is a method that is descriptive, describing a phenomenon as it is based on the fact that ongoing, also conducted a survey method. The survey is the research by taking a sample from a population which may represent the entire population. As the principal data collection tool used questionnaires.

The simple random sample with a sample size of 100 respondents, and techniques of data collection by field studies (observations, questionnaires, interviews) and the study of literature (documentation).

From the analysis and discussion of respondents about the attributes of the room fragrance products calpro PT.Hoffmen International Bandung, using the measuring tool brand, packaging, labeling and quality were rated as good with a total score of 2398 and the percentage of 68.5%.

Kata kunci: Product Attributes