ABSTRACT

Anjar Ramadan "The Analysis of Implementation Harum Manis Product Attributes at CV. Arbie A.L.B. Bandung ", under the guidance of Mrs. Windi Novianti SE., MM.

In the days before globalization or the sweet scent that often we are familiar with aromanis is a popular snack among children by being sold in almost every environment. Many factors that affect the business of selling harum manis products are particularly in the area of Bandung, which would certainly have consequences on declining sales and forcing the company to seek new customers and retain existing customers.

Formulation of the problem in this research is How harum manis CV. Arbie A.L.B implementation of product attributes and how consumers respond to product attributes on the CV.Arbie A.L.B. The study was conducted to determine to find out how the implementation of the harum manis product attributes CV. Arbie A.L.B. and how consumer responds of the implementation of product attributes CV. Arbie A.L.B.

The author uses descriptive analytical method in this study, with the object of research on the implementation of the harum manis product attributes CV. Arbie A.L.B. indicators of product attributes in this study include branding, packaging, labeling, and quality. The population in this study were consumers who did purchase the product by the number of harum manis of 100 respondents. The data collection techniques is to do a libelary research, Field Research, and questionnaires.

Based on the discussion of research that has been the author, the author can be analyzed and concluded that the implementation of the harum manis product attributes CV. Arbie A.L.B in ***good*** *categories which the total value amounted to* ***75.8%*** *of respondents responses with a total score of* ***3034****.*

Key words: Product Attributes, Harum Manis, CV. Arbie A.L.B.