SEGMENTATION ANALYSIS AND POSITIONING ISOTONIC DRINK PRODUCT OF STUDENTS SEPULUH NOPEMBER INSTITUTE OF TECHNOLOGI SURABAYA
(Case Study: Students of ITS Consumers Isotonic Drinks)

Nama Mahasiswa  : Gusti Ayu Putu Metri Astiti
NRP             : 1307 030 029
Jurusan         : Diploma III Statistika FMIPA- ITS
Dosen Pembimbing : Muhammad Sjahid Akbar, S.Si, M.Si

Abstract

Isotonic Drinks is one of the successor body fluids and electrolytes lost due to inactivity. The main property caused by consuming isotonic drinks, among others, is to restore power after had activity. Students ITS Surabaya have many activities that spend a lot of energy, so that condition is a potential for an isotonic drink market with huge potential. Therefore, the aim of this study is to investigate the characteristics of ITS students isotonic beverage consumers through segmentation and competitive analysis of three isotonic drink brand through positioning analysis. The result of segmentation analysis based on the purchasing power of the three groups showed a characteristic category segment 1, segment 2 and segment 3 consumers isotonic drinks are substitution viewer of biplot method. The result of analysis isotonic drink brand positioning based on the variable positioning perception of biplot method has conclusion that Pocari Sweat brand perceived by respondents as a health drink that has a property as well as variations in volume. While mizone beverage brand is positioned as an isotonic beverage that only favor promotion and vitazone brand are perceived as potential competitors of the future, so that the position vitazone brands tend to be as a replacement product if the brand mizone is unavailable.

Keywords: Isotonic Drinks, Student ITS Surabaya, Purchasing Power, Biplot