SATISFACTION LEVEL ANALYSIS OF CIGARETTE TYPE LTN (Low Tar Nicotine) SMOKERS IN EAST SURABAYA

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Abstract
Types of cigarettes in circulation can be differentiated into four types of cigarettes, that are hand rolled cigarette, rolled cigarette machine, and also the White Cigarettes Machine. In this case, SKM divided into the Regular or cigarettes filtered, but nicotine levels are still high, and also SKM Mild is an cigarettes filtered but little level of nicotine or commonly called the Low Tar Nicotine (LTN). Market demand that varies in terms of product and price make the existing cigarette companies will always follow the market demand. This study aimed to investigate the characteristics and the segmentation of smokers and to determine the position of the cigarette types LTN based on customer satisfaction in East Surabaya and know the preferences of smokers of cigarettes LTN in choosing who will be inhaled. Through analysis of psychographic variables obtained segmentation of three segments that form, Biplot analysis used to determine the map position of the cigarette types LTN and obtained the conclusion that the Clas Mild cigarettes a suitable age is 25-35 years, Sampoerna Mild cigarettes are expensive and suitable for economic circles, LA Lights cigarettes are available everywhere and many promotions, Neo Mild cigarette is attractive packaging. Attribute preference analysis using Thurston case-V found that the result is a top priority choosing cigarettes because product quality and price.

Keywords : Low Tar Nicotine, Segmentation, Biplot, Thurstone Case-V