Abstract

PT.PERTAMINA showed is concern for the environment, by launching a product that is eco-friendly, the MUSICOOL (MC) as an energy alternative for freon. According to the research conducted by PT. PERTAMINA RU III, MC is more environmental friendly and has the a lot of advantages than freon. Nevertheless the use of MUSICOOL still very limited in Indonesia. Thus it is necessary to conduct a market research on consumers and distributors directly to determine the pattern of consumer behavior and distributors and to make appropriate marketing strategies.

Probability on the changing pattern of customer behavior in the future can be predicted using the concept of Markov Chain. Markov chain can be analyzed with probability of movement from one state to another state to state which will finally reach the equilibrium stage. Based on the marketing mix strategy, the marketing of MUSICOOL should develop a synergistic relationship between producers, distributors and consumers. Therefore, research must be done on all the relevant stakeholders. So, as the result can be produced marketing strategy for MUSICOOL in the in certain levels also in federation levels as according to market research result and also distributor and consumer behavior analysis.

The result for one years later is probability respondent for distributors TP increase 5.6 % and consumers 1.9 %. With giving information increase the probability about 17.9 % for distributors and customers 43.9%. With giving policies A+B+C increase the probability about 17.9 % for distributors and customers 43.9%.

Keywords : Market Research, Customer and Distributor Behavior Pattern, Markov Chain, Marketing Strategy