

ABSTRACT

MARKET RESEARCH FOR ROSELLA TEA PRODUCTS OF ENTERPRISES HERBAL X SURABAYA

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Indonesia is a country that is rich of plants used as herbal medicine, which one is rosella plants. In Surabaya there are several micro businesses that also sell rosella product, one of which is Enterprices Herbal X. The purpose of this study is to determine the market interest of Rosella Product X based on demographic characteristics and psychography. This study is a quantitatively descriptive study by collecting data prospectively, the research period from April to May 2022. Data collection using questionnaires. Of the 48 respondents, most of the consumers of this product were women (85.41%) with age range of 20 to 30 years (66.67%), with a background in high school education (79.16%) and a student status (47.91%). Majority of consumers live in Surabaya (56.25%), their status is new consumers (60.41%) and all consumers like this product (100%). The characteristics of psychography, the most consumers knew about this product from friends (75%) and often made purchases (56.25%). The reason for purchasing the is the taste of product (79.16%). The quality of the product is fairly good (50%). the service of this product is also good (56.25%). Some aspects such as product hygiene and product promotion also received a very good rating (56.25%), and the ease of getting tended to be very good (47.91%). So far, many aspect have received good ratings. However, in some points needs to be improved. There are several ways that can help increase product introduction such as utilizing digital platforms, consistens of production process, and etc.

Keyword : Rosella product, Herbal X, market research.