

Analysis of Market-Based Approach on the Customer Value and Customer Satisfaction and Its Implication on Customer Loyalty of Organic Products in Indonesia

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Abstract

Objectives research to obtain empirical evidence and find phenomenon clarity about variable market-based to customer's value and also customer's satisfaction which influencing customer loyalties, and digging the product marketing problems organic products in Indonesia. Methods of data analysis used to test the hypothesis is path analysis. The proper methods to carry out descriptive and verification method through field data collection are descriptive survey and explanatory survey. The result of the review obtained from the research objectives above are expected to make an approach which is applicable in solving the problems faced by companies, especially the organic products companies, and other similar companies in general, especially those dealing with the market-based customer's value and satisfaction, also the customer's loyalty.

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I. INTRODUCTION

Section of 3 Nobelium republic of Indonesia law number 41 Year 2009, protection of agricultural land of food of continuation carried out with a purpose to for example protecting food agricultural land and area on an ongoing basis ,guarantee the land food agricultural land ready of on an ongoing basis, realizing independence, resilience, and sovereignty of food : protect ownership of agricultural land of food of property of farmer, increase prosperity and also prosperity of public and farmer, increase protection and enable of farmer, increase employment inventory for competent, life, keep balance is ecological, and realize agriculture revitalization.

The green generation what is point push whos ever (individual) and also the group) to be involved active in the effort making earth as balmy and better place to be dwelt, and also the climate change pushing the happening of global warm-up inspiring writer to conduct research in environmental friendly product.

The Environment Ministry of Indonesia, green product represent product which is with vision of environment, Jansen and Jager express that green product represent owning environmental impact lower. Bishop proposes design of green product represent the way of prevention and minimization yielding of waste and also management of material/recycle product [1].

Governmental standard about product of food decanted in Standard of National Indonesia 01-4493-1980 that is Product smell normal, free of pest and disease, free from chemicals, optimal physiological ripe and the clean condition, and also the special condition among weight, reject product, rate of water, rate of fiber and extract rate, protein rate, rate of fat depended by type of its product.

Standardization or certification about green food product in Indonesia under of SNI 01-6729-2006 about System of Organic Food, through authority competence of organic agriculture have been released by various inspection guidance, certification, and the applying best quality of organic agriculture and also some institutes of organic certification of goodness of national and foreign have operated in Indonesia region [2].

Consumption of green food product represent long-range health investment as well as earning to follow to take care of environment around us. Consumers generally do not yet enough understand for the importance of this organic guarantee, though without precisely known about it the consumer also to be harmed, as for farmer very understand that by cultivation organic agriculture commodity, can get more earnings for them. Farmer generally knows the importance of organic certification agriculture product but they do not know how to strat it, whereas the government not yet focused to till organic agriculture through the governments succession of go organic in the year 2014, the other challenge of green food product development still the immeasurable it the understanding about green food product agriculture, product quality which not yet good and the technical constraint dissimilar like organic available limitation and also the capital and certification capiralization which is costly enough [3].

Applying of organic agriculture will improve amount of agro product in national, if this matter is happened, hence the organic agriculture can become one of solution to overcome crisis of food in Indonesia. Organic agriculture seen from aspectproducts and market; as a product which is beyond rules mainstream, organic agriculture have facility to look for from which snugly to fulfill the development target in some paths newly expand and the alternative are suchas those which happened in organic agricultural sector trade-offs of importance beforehand expand (mainstream) so that there is opportunity to develop and test opinion [14]. Unhappily, supports of this sector do not increase by significant from year toyear so that contribution as solution to threaten of food and life not yet been seen by significant [2].

This research analyses about competition strategy and globalization phenomenon the organic food product, through approach market based strategy is expected able to be careful of globalization and conduct resettlement Indonesia marketing strategy expecially international.

Peter Drucker [4], creating a theory that the customer represent the single value of customer and decision which is formed by early strategy policy. Business is developing by assumption to environment, so that the company has to recognize its environment and assumption to its envirinment will not be wrong.

Strategy of product with high-value-perception strategy is needed by the product to remain to be enthused the customer and evew can grad competitor market, so it's needed to recognize existing perception of the customer and these are realizing with offering the goods or service with appropriate value. The company have to convincing of that sacrifice given by a customer to get proportional product with perception of customer about the value which got [5].

Strategy which creates high valuable product has to be supported by effectiveness and cost efficiency. Management has to be principled of released cost have to come up with precise target (cost effectiveness), that is create value customer which has meaning that the released cost is trully will be enjoyed by customer and the company have to eliminate all activities which do not add product value (non-value added activities). Marketing as process in which companies create values for customers and build strong relationships with customers in order to capture values from the customers in returns in the form of sales, profits, and the customers equity in long term period. Marketing represents process manage relation of customer profiting and two marketing targets, drawing

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