

ABSTRACT

Kirom, Moh. Nur. 2012. Thesis. Title: "Analysis of Quality Product Strategies At AGP Café (Arek Gresik punya) in Dinoyo Malang.
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Along with the level of need and consumer demand for an increasingly wide variety of coffee drinks, characteristics and types, causing escalating of coffee houses competition that exists today. This phenomenon requires the employers to intensify further and prioritize product strategy was implemented in her stall, so the products are marketed to appeal to consumers and make it as a product of their preferences. In line with this statement, the AGP coffee choose product quality strategy into a prioritized strategy in marketing their products to customers.

The purpose of this study is to describe how the product strategies adopted by the AGP Café in marketing products / drinks coffee to drink coffee to customer choice, and how the implications of product strategy undertaken. This study using qualitative descriptive methods. Data from this study were obtained by conducting interviews, observations, and documentation. Development validity of the data in this study was done by using triangulation. Triangulation techniques used in this study were triangulation and triangulation of data sources.

The results showed that the AGP coffee (Arek Gresik punya) to implement the strategy of product quality as a priority strategy, through a high taste, the selection of the original coffee / pure (without mixture), the characteristics of hard and strong coffee, and the method of mixing, dosing , and also that everything is coordinated effectively. In addition implementing the strategy of product quality AGP coffee also use the product design strategy. This strategy is realized through Labelling, use *cempluk* cups, and construction design of the shop . Beside that, the product diversification strategy is also applied by the AGP coffee. This strategy is applied by the availability of additional beverage products as well as the variety of foods. The implications of applying the three strategies above are able to increase sales and lower costs, the combination of both are profitability and growth.