ABSTRACT

An Analysis of College Student's Attitude and Preference in Bogor Toward Local Brand Laptop

Adrian

Nowadays, there are so many laptop brands in market, local or import brand. Every brand claims that they are better, cheaper, and more reliable than others. There are some brands that really proof that. In general, it’s hard for local brand to compete import brand. The aims of this research is to know the college student’s usage and buying pattern toward laptop, to know the important attributes for college student’s to buy a laptop, analyze college student’s attitude toward local brand and import brand, analyze college student’s preference toward local brand laptop, and formulating marketing strategies for local brand producer.

This research conducted in Bogor on 2010. This research used survey method and surveyed 152 respondents. Sampling method used is convenience sampling. This research used analysis methods such as descriptive statistics, crosstab analysis, Fishbein analysis, and Conjoint analysis. Producers of local brand laptop have to applied a new marketing strategy such as segmentation, targeting, positioning and also 4P (product, price, place, and promotion) to increase selling.

Keywords: laptop, attitude, preference, Fishbein analysis, and Conjoint analysis