ABSTRACT

ANALISIS PERSEPSI DAN PREFERENSI KONSUMEN PENGGUNA KREDIT MOBIL TERHADAP PERUSAHAAN PEMBIAYAAN DI DERAH KHUSUS IBUKOTA JAKARTA

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Day to day until right now, car as an automotive asset that functionally support human activities has become more important even for transportation, personal activities, hobbies and many other activities. The multi finance Industry has become one of the factor in support the car ownership activities. Some of the expert in automotive industry also say that the increasing of automotive industry year to year has influenced by multi finance program and activity. In the other side, multi finance company give a contribution as one of basic pillars in financial services industry which can mobilize big amount of money in our economic. As these factors multi finance company has to give a big attention in improving their attributes in giving services to their customer in the way such as knowing the customer and improving their capability in doing business so that the multi finance company can be survive in the competition of industry. Based on those several background, knowing the consumer characteristic, perception and preference become important and become the purpose of this research. This research analysis using several analysis method to know the consumer characteristic, perception and preference. Those are Description analysis, Thurstone analysis, Importance Priority Analysis (IPA) and also conjoin analysis. The Result of these research are 8 characteristic of consumer in using multi finance company, and also 7 attributes which need more concern in serving consumer perception. For the preference, it knows that there are 5 types of preference condition for consumer in using multi finance companies’ facilities.