ABSTRACT

MELISA RUSTANDI. Analysis of Consumer Preferences and Perception and The Implications for the Development of a New Residential Area in Bogor Nirwana Residence. Under direction of KIRBRANDOKO and IDQAN FAHMI

PT Graha Andrasentra Propertindo as housing developers of Bogor Nirwana Residence has alleged that the change in consumer behavior is the potential cause of the downward trend in the number of visits to the BNR marketing office during the period 2007 to 2011. This is the basis of the study that has objectives to (1) Analyze consumer preferences and perceptions, (2) Compare the consumer preferences and perceptions between existing and penghuni potensial and (3) Identify appropriate actions performed on each BNR housing attribute. Data was collected from March-April 2012 of 97 existing customer and 120 potential customer. Tools of analysis used in this study were (1) Cochran Analysis to determine attributes that consumers consider in choosing housing, (2) Validity and Reliability Analysis, (3) Paired Wise Comparison Analysis to analyze consumer preferences, (4) Importance Performance Analysis with Cartesian Diagram and Suitability Analysis, to analyze consumer perceptions, (5) Additional analysis of Crosstabulation with Chi Square method, (6) Another additional analysis of paired t-test trials on the score of Suitability to determine whether there are significant differences perceptions between existing and potential customer. It was identified twenty three housing attributes as the study variables, (1) 8 Location aspects attributes, (2) 5 Product aspects attributes, (3) Price, (4) Reputation of the developer, (5) 8 Facilities aspects attributes. The results of the study showed that there are similarities and differences in housing attributes preferences and perceptions between existing and potential customer, all attributes spread into four quadrants in Cartesian Diagram. The sequence of attributes that are considered the most important thing is location, price, products, facilities and reputation of the developers. Although the order is the same, but for potential customer, location and price attributes are considered far more important than the other attributes. This view was also influenced their interest in home buying. There are similarities and differences too between existing and potential customer in the placement of housing attributes BNR in four quadrant Cartesian Diagram. Recommendation for the company, they have to improve the performance of houses physical quality, accessibility, maintenance system of swimming pool and The Jungle Water Park. They are also advised to provide shuttle bus with biodiesel.

Keywords : Consumer Preferences and Perception, Existing and Potential Customer, Housing Attributes that is Considered in Buying House