ABSTRACT

Positioning Analyzes for Canon Photocopy Machine at PT Karya Banta
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The aim of this research are: (1) to inform attributes of photo copy machine used by customer based on level of importance, (2) to develop positioning strategy for Canon based on customer's perception and behavior.

Using a non probability sampling with the convenience sampling method, this research has been done from may to June 2009. Data analysis include fishbein, biplot, CSI and descriptive analysis. There are six attributes, include those are: brand popularity, renting fee, output quality, spare part availability, technical service, and machine technical ability.

The result of customer's behavior analysis shows that other companies as a trustable source of information, most of customers does not have willingness to try other brands, and Canon as a most trustable brand for spare part originality.

The result of customer's perception analysis shows that Canon is leading in brand popularity, renting fee, output quality, spare part availability, technical service, and machine technical ability. Based on this analysis, the result shows that strategy must be prioritized are to strengthen the leading attribute such as machine technical ability, output quality as positioning strategy and statement.

Keyword: Positioning, photocopy machine, fishbein, biplot, CSI and descriptive analysis