ABSTRACT

MARKET SEGMENTATION AND POSITIONING ANALYSIS OF AGLAONEMA CYBER RESIDENCE

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The purpose of this research are 1) to analyze consumer behavior in purchasing decisions of products properties (houses). 2) perform product positioning property (housing). 3) to analyze market segmentation based on psychographic aspects. 4) Recommending marketing strategy based on segmentation, targeting and positioning.

This study used survey methods to obtain data on consumer perception of PT. Tricita Indotama as the developer of Aglaonema Cyber Residence. Based on the results of housing positioning, Aglaonema Cyber Residence is more superior in the affordable or a competitive price attributes, strategic location and easy access, good security system, easy payment system, and the popularity of developer in the property business. CHAID analysis results by the decision tree method, obtained four market segmentation that is based on age, occupation, and monthly expenditure budget of consumer. Overall, the company of Aglaonema Cyber Residence housing developers are good enough in providing services to consumers, but the completeness of the facility were deemed to be less satisfactory. Therefore the developer should pay more attention to aspects of the facilities that available at the Aglaonema Cyber Residence housing.

Keywords: consumer behaviour, market segmentation, positioning, Aglaonema Cyber Residence