SUMMARY

TANTRI RYANTHI. Analysis of Consumer Behavior on Motorcycle Brand Selection Decision. Supervised by BUDI SUHARJO and ISTIQLALIYAH MUFLIKHATI.

Motorcycle industry do a lot of promotional activities to consumers through various means such as advertising in print and electronic media, billboards, banners, distribution of brochures, exhibitions, and so on. Based on data from Nielsen ad spending motorcycle industry spent around Rp 2 trillion per year. The value of advertising spending is dominated by four major players of motorcycles in Indonesia, Honda, Yamaha, Suzuki and Kawasaki. Honda and Yamaha spend advertising spending almost the same every year, each portion of ad spending, 38% of Honda and Yamaha 37%, 16% Suzuki, Kawasaki 6%, 6% other. Motorcycle sales data show different things, where Honda's motorcycle sales far exceed other players. Honda controlled 64%, 31% Yamaha, Suzuki, Kawasaki 4% and 2%. From these data shows that advertising expenditure incurred between Honda and Yamaha are similar, but not reflected in the performance of its sales. Based on this phenomenon is suspected there are many things that affect consumers in taking the decision to choose a brand motorcycles were purchased but because of the influence of advertising or other promotional types.

Under these conditions, this study aims to determine the behavior of consumers in identifying the promotional activities that help consumers determine the decision-making election of motorcycle brands, identify the factors that necessitated the consumer in choosing a brand of motorcycles as well as analyze how much the role of promotion among the elements of the marketing mix in affect consumers choose the brand motorcycle. The method used to answer the purpose of the study is a quantitative method through interviews with respondents who are decision makers purchase the motorcycle by using a questionnaire. Data were analyzed with descriptive methods, Thurstone, correspondence and Structural Equation Model (SEM).

The results showed that the promotional activities that can help consumers make decisions motorcycle brand choice is the promotion through television advertising, distribution of brochures, banners / posters, advertising on the Internet, exhibitions and advertising in newspapers. Consumer promotion types of preferred by the respondents is related to the promotion of price relief in the form of advance payment or rebate. Consumer promotion remain the preferred form of the prize items but respondents expect that the goods can be a gift in the form of other goods. While the factors that consumers consider in choosing a brand of motorcycles are fuel efficient, technology, competitive prices, have a lot of repair and maintenance workshop, famous brands, readily available spare parts and high resale price. Based on those necessitated factors, we can observe that there are factors that related to product, price and after-sales service as availability in spare parts and workshop. Meanwhile, the role or contribution of promotion among 7P marketing mix (product, price, promotion, place, people, physics and process) on choosing motorcycle brand gives the smallest influence on brand choice decision motorcycle. In successive level marketing mix influence on purchasing decisions is physics, people, process, product, price, place and promotion. Indicators that
most influence of each element of the marketing mix are: physics most influential factor is the form of an attractive showroom, people factors are officers who are willing to help, process availability factor of clear and complete information. While the indicator of the 4P’s marketing mix of the most influential are: product factors such as the availability of spare parts with a lot of choices, products that have many variations and products that have repair and maintenance workshops a lot, the price factor is the affordable price, place factor is dealer/sales agent with close location, and last, promotion factors is the motorcycle brand that use appealing celebrity on advertising.