ABSTRACT

Analysis of Consumer Segmentation and Preferences in Bogor Botanical Garden and Their Implication to Marketing Strategy

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The purpose of this study is to identify consumers segmentation and preference toward different attributes owned by Bogor Botanical Bogor (BBG) as recreation place and their implication to marketing strategy. The data collected from 100 respondent representing merger from visitor of BBG and society around Bogor. The data analyze used Cluster analyses, Cochran analyses, Gap analyses, Conjoint analyses, and biplot. The result of the research showed that service variable and employee skills were variable that must be improve by BBG. Consumers were also categorized into three groups, those who represent adult, teenagers and young adult. The result suggested that BBG management should consider about frontline people recruiting process, training for employee not only for frontline people but also relevant worker with the service BBG’s, and create the satisfaction work for worker.