The Consumer Behavior Analysis of Motorcycle Purchasing
At Banten Province

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As a new province in Indonesia, Banten held such a great potential of any kind of industry. Automotive industry also has a great potential to grow since transportations are one of the major elements supporting many industries and economics. Due to the lack of road condition and infrastructure, two-wheels transportation is the solution. Motorcycle is going to be a people's choice. Great potential is facing the motorcycle industries in Banten; the data that can support this is motorcycle density of 1:18, meaning every one motorcycle provided for 18 people.

The objectives of the research are to analyze consumer behavior of motorcycle purchasing, analyze customer segmentation and evaluate performance of motorcycle attributes. To analyze consumer behavior, perception, and preference of motorcycle purchasing. Planning a marketing strategy of HONDA motorcycle for Banten Province.

The tools used for the research are Cluster analysis, Correspondent analysis, CHAID, and Importance & Performance analysis.

Based on cluster analysis using psycho-graphics as an aspect, the customers are segmented into 3 segments, and HONDA's positioning are a famous brand, low petrol consumption, proven engine durability, wide coverage of sales and services network, high post sales price. Based on CHAID, the attributes that affect customer satisfaction are fast services, showroom open hours during holidays, convenience showroom, color variation of every motorcycle type, and wide coverage service stations. The customer loyalty of every brand is nearly the same, even though there is a high possibility of brand switching for Yamaha and Suzuki's customers.