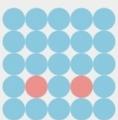




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## ABSTRACT

### *Analysis on Attitude and Behavior of Pet Owner in Bogor Area toward Services of Animal Hospital of Bogor Agricultural Institute (RSH-IPB)*

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*The purpose of this study is 1) to analyze the attitude of pet owner then conduct its segmentation, 2) to analyze the attitude of pet owner based on behavior segmentation toward the attribute of service given by RSH-IPB, and third to analyze the influence of relation between the characteristics and pet owner's behavior with his attitude. The subject of this study is the pet owner in Bogor area as the clients of RSH-IPB with the ages between 18-60 years, and at least have conducted the treatment visit in one last year. The data collection is conducted by using the questionnaire toward the pet owner visiting to conduct the treatment to RSH-IPB in the mid of February to end of April 2010. From 160 pet owners conducting the visit in the period of time, only 70 pet owners are willing to fill in the questionnaire. The analytical tool used in the study is the Cluster Analysis model K-Means Cluster, for conducting the segmentation of pet owner based on his attitude, and for analyzing the influence of relation between the characteristic and pet owner's behavior with his attitude used the crosstabs analysis. The result of study shows that from three attitude segments (clusters) of pet owner of 62,86% are in cluster 3, i.e. segment of pet owner having the attitude which is dominant intotal variabel the types of service, doctor, tarif, sevice, installation equipmet, facility, and location. The result of study also shows that the influence between characteristics and behavior of pet owner with its attitude in considering the attribute of service of RSH-IPB. . Thus, the result of study gives important implication for the service marketing strategy of RSH-IPB. With the knowledgeable of weaknesses of the attribute of service of RSH-IPB, the management of RSH-IPB can fix the quality of the attributes, so it is more liked by client. And otherwise, if the management of RSH-IPB gets that the service of RSH-IPB is more superior, how we should formulate the strategy to maintain it.*

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