



ABSTRACT

The Analysis of Consumer Preference Towards Motorcycle in Bogor

Imam Wahyudi

The objectives of this study are: (1) to find out the characteristics and consumer behavior towards motorcycle in Bogor; (2) to identify needs, wants and consumer preference towards motorcycle in Bogor; (3) to formulate a recommendation to create a marketing strategy for motorcycles. The primary data were collected with a survey method through a combination of cluster sampling, quota and convenience sampling. The analysis tools for the research are: descriptive analysis, cluster analysis, biplot analysis, Price Sensitivity Meter (PSM) Analysis and Thurstone Analysis. The result of the analysis shows that the consumer of motorcycle are divided into three segments which are active consumer, passive consumer and simple and efficient consumer. The product (motorcycle) are mostly used as a means of transportation to work or school. The motorcycle which is most favorable is the underbone, the most favorable brand is HONDA, and the most important attribute for the consumer are machine, fuel consumption and price. Based on that result, the marketing strategy which can be carried out is to determine the target market and product positioning which then elaborate with marketing mix approach (product, price, promotion, place and services). To increase the validity and enrich the information in doing a similar research in the future, it is advised to use random sampling technique in choosing samples so that the market potential for motorcycle in Bogor can be revealed. Area expansion for research to the other districts in Bogor can be done to continue the research.

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Program Pascasarjana Manajemen dan Bisnis
Institut Pertanian Bogor

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