Consumer’s Preferences Analysis in Buying Motorcycle in Bekasi

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ABSTRACT

Motorcycle is a product used by a lot of people. Even though the national economic is not stable and the price of its fuel keep rising up, however this industry increase every year. This situation enforced a lot of dealer join in the motorcycle business. Each dealer tries to take many consumers with different strategies.

This research focus on the consumer’s characteristic based on different brands of motorcycle like Honda, Yamaha and Suzuki. Beside that, the research analyze attribute differentiations in places to buy motorcycles and identify certain factors influence customer’s characteristic and behavior in buying motorcycles. The consumer’s perception to motorcycle’s brand was analyzed in this research. This research find the strategy to expand managerial aspect especially is marketing strategy, consumer’s behavior, segmentation and marketing mix that includes product, price, promotion, and distribution.

This research took samples in purposive sampling strategy that focus on the respondent that follows these criteria: lives in Bekasi, owns and the main user of the motorcycle, and only use 2003 and up production. Total amount of the respondent is 110 respondents.

Variables in the research are demography, psychological, information and product. The data in this research was analyzed using Cochran Test, CHAID Analysis and Correspondence Analysis to find relationship between consumer’s preferences data.

This research show that dealers have capabilities to make differentiation of consumers. The most dominant preference variable is positive attitude in brand expectation. Other variables are price, frame of reference, perception to location, discount and leasing. Demography variables formal education, age and place to buy the motorcycle.

Suzuki is closer with high technology attribute and always ahead in innovation. Otherwise Yamaha is closer with young people image, good design, interesting ad and the ads are everywhere. However Honda has the economical image, strong, high quality, relatively cheap but with high sell-back price, good service, spare parts and easy to get with achievable price.