An analysis of the Consumer Behaviour Senior High School Text Book Product And The Implication on Marketing Mix Strategy of PT. Grafindo Media Pratama

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ABSTRACT. The purposes of this study were to analyze the consumer behaviour to make buying decision and the text book product in Senior High School, to analyze the factors that influence the consumer to make decision and buying the text book product in Senior High School, to analyze the marketing mix strategy PT. Grafindo Media Pratama in Senior High School, to make and recommended the marketing mix alternatif strategy in PT. Grafindo Media Pratama.

The data were collected from 92 respondents (teacher) and 50 respondents (student) in Medan, North of Sumatera in year of 2002. The results of the study showed that about 41% of respondents said that the decision maker to buy a text book was the principal, then 98% said that the information about company coming from salesman. About 80% student's respondents said that the person who influenced them to buy a text book was a teacher. The Biplot analysis showed that PT. Grafindo Media Pratama was near to content of the information atribut. The External and Internal Matriks Evaluation showed that the major strength was the salesman approach ability, the major weakness was the promotion strategy management, then the opportunity was the culture of the people to got the best study was very high, and the threat was the new competitor arising.

According to the information and the results of analyst, there are few suggestions; the management officers must concern to the attributes that consumers wants, such as the picture, lay out, paper quality etc, to make the promotion strategy by doing with personal selling, mass selling, promotion selling and public relation.