

ABSTRACT

This study aims to determine the customer profile using psychographic profile that can be formulated sales strategy in accordance with the analysis of the profile that was created in order to increase company profit. In case this is PT. AJB Bumiputera 1912. The variables used in this research are motivation, perception, knowledge/learning, personality, and attitude.

Data collection in this research through a survey using questionnaires measuring instrument against 177 people in region Kiaracandong district, Bandung Wetan, and Cicadas. Based on data processing by using descriptive statistics, namely frequency and crosstabulation, and by using cluster analysis, namely K Means Cluster, obtained three clusters are different from each other according to their characteristics. Each cluster is a cluster of top-level, middle-and lower-level cluster.

Formulation of the strategy recommendations were made in each cluster according to their profile. Recommendations formulated program based on suggestions from customers in the district Kiaracandong, Bandung Wetan, Cicadas, and other Bumiputera benchmarks of competitors.

Keywords: psychographic profile, cluster, sales strategies, and insurance