

ABSTRACT

This study aims to determine the consumer preferences of motorcycle scooter matic premium type in Bandung in 2016. The object of this study is Yamaha NMAX consisting of multi attributes are: Market price in Bandung, Price based on credit prices, design, color, fuel , Durability and motor safety. This study examines the attributes most considered by consumers in choosing a motorcycle scooter type automatic matic Yamaha and also can provide a recommendation for related companies to offer motorcycle products premium scooter type matic desired by consumers.

Data analysis technique used in this research is conjoint analysis. Conjoint analysis is the most commonly used analysis to be applied to market research and product development studies with the aim of obtaining utility scores and importance scores. So from these scores can be drawn conclusions about what consumers are most considered in choosing a product. Data collection was done by distributing questionnaires to 385 respondents who own Yamaha NMAX motor and domiciled in Bandung City.

The result of this research is the score of interest and the level that influence the consumer preference to Yamaha NMAX motorcycle in Bandung Year 2016. The highest attribute is the Price (credit) (36.92%) with the DP level is expensive, the installment is light (.125). The second is the price attribute (market in Bandung) (20.91%) with <27,500,000 (.071) level. The third is the Color attribute with the level (16.12%) Matte Gray (0.56). Fourth is design attribute with (10.91%) Sporty (.034) level. Fifth is the attribute of Fuel with the level (8.92%) Tight, wasteful of fuel (.030). The sixth is the Endurance attribute with the (4.89%) Machine (.017) level. Last is the Security attribute with the (2.016%) Alarm (.007) level.

The results of these preferences can be used by Yamaha NMAX motorcycle manufacturers as a consideration in providing products in accordance with market desires. If the consumer's intentions are difficult to meet due to actual market circumstances, manufacturers can also innovate products based on customer-priority attributes based on utility values that indicate preferences and importance values that indicate the magnitude of interest in attributes. Product customization with consumer preferences will support the consumer in reaching the final decision.

Keywords: Motorcycles, Consumer Preference and Conjoint Analysis.