

ABSTRACT

Cars are the most popular mode of transportation, besides being able to easily reach the destination with a long distance, car can also carry lot of passengers in. The high need for car makes companies compete to make the best and right on target vehicles according to the needs of the community. The low multi purpose vehicle is a car category that records the best sales in recent years

The purpose of this study was to determine the combination of LMPV car attributes that produced the highest customer value index and to know the attributes that are the value of the driver of the LMPV car. Attributes used are engine power, fuel efficiency, security features, prices, electronic devices, and the appearance they have.

This research is quantitative research and analysis using conjoint method, sampling using nonprobability sampling. The number of respondents in this study were 389 people who used LMPV cars.

Based on the results of data processing, the highest customer value index is obtained on a combination of high engine power attributes, high fuel efficiency, high security features, low prices with a trade off of the LMPV car has a low electronic device and has an unattractive appearance. The value driver results from this study can show that high engine power is a value driver for consumers in choosing LMPV cars

Suggestions from this study are that the LMPV car industry can make engine power the main focus in product development. Where consumers want a LMPV car to have a machine with high power.

Keywords: Customer Value Index, Conjoin, LMPV Car.