

ABSTRACT

Car is one of vehicles that makes it easy for human accommodation and goods to move from one place to another. From time to time, the demand for cars has increased, causing car manufacturers to compete to create cars with various types and models. One of them is a hatchback car which at the beginning of its arrival in Indonesia was well received and reached its peak in 2012 with total sales reaching 73,196 units. However, the glory period lasted a short time, recorded in the following years, starting from 2013 to 2018 sales of hatchback cars continued to decrease.

The purpose of this research is to determine the combination of attributes of a hatchback car that can produce the highest customer value index and the hatchback car driver value can be known. The attributes of this research are engine power, appearance, safety features, fuel efficiency, electronic devices, and price.

This research is a quantitative research and uses conjoint analysis. This research using non-probability sampling techniques with 402 peoples as respondent who have had or are currently having a hatchback car.

Based on the results of data processing, the highest customer value index is obtained from a combination of high engine power attributes, attractive appearance, high fuel efficiency, and low prices with a trade off of low safety features and low electronic devices. The value driver in this study is fuel efficiency.

The suggestions from this research are for hatchback car manufacturers to make fuel efficiency the main focus in developing or creating hatchback cars, because consumers want hatchbacks that are economical or have high fuel efficiency.

Keywords: *Customer Value Index, Conjoint, Hatchback Car.*