

Yang selalu mewarnai hidupku

Saudara-saudaraku dan Teman-temanku

Yang selalu mendukung dan menyemangati aku dalam suka maupun duka

ABSTRACT

Positioning is what you do to the mind of the consumers. If the mind of the consumers is dominated, the market is automatically controlled. The sport motorcycle industry in Indonesia is background of this study. The market share of Suzuki as a player of this industry decline. It indicates there is a failure of a brand to gain a place and to influence consumer's mind. This study aims to determine the position and the benefits of Suzuki sport motorcycle with its competitors.

This study use analysis of multidimensional scaling and correspondence analysis. Multidimensional Scalling is used to identify the similarity between the objects, and correspondence analysis is used to identify what is the dominant attributes of the objects. Thunder 125, New MegaPro, Tiger, City Sport 1, Scorpio Z CW, V-ixion, Ninja 250 R, Ninja RR, and Ninja 150 R are the sport motorcycle brands that is studied.

The result of this study shows that (1) the Suzuki sport motorcycle, Thunder 125, has similarity with New MegaPro, (2) Ninja 250 R, Ninja RR, and Ninja 150 R is perceived similar, (3) Tiger, Scorpio Z CW and V-ixion is perceived similar, and (4) City Sport 1 has not similarity with others. According to this perceptual mapping, the closest competitor Thunder 125 is New MegaPro. The attributes that dominant in Thunder 125 are the attributes of fuel and the attributes of purchase price of product.

Keywords: *Positioning, Product Attribute, Perceptual Mapping.*