

Abstrak

**Analisis Strategi Bersaing Sepeda Motor ‘*cub type*’
Ditinjau Dari
Perceived Use Value and Perceived Price Konsumen**

Studi Kasus Sepeda Motor ‘*cub type*’
125 cc Tipe 4 Tak Merek *KarismaX125D Honda*
Sleman Yogyakarta

Persaingan di industri sepeda motor Indonesia saat ini, khususnya sepeda motor jenis bebek (*cub type*) sangat kompetitif. Produsen sepeda motor harus meningkatkan kinerja merek-produk mereka melalui inovasi pada persepsi nilai guna merek-produk dan strategi harga.

Penelitian ini bertujuan untuk mengetahui persepsi konsumen terhadap nilai guna dan harga merek-produk. Tujuan lainnya adalah mengidentifikasi peta persaingan merek-produk di pasar berdasarkan persepsi konsumen terhadap nilai guna dan harga merek-produk. Fokus penelitian ini adalah sepeda motor jenis bebek merek *KarismaX Honda*.

Sampel penelitian berjumlah 100 responden. Data dikumpulkan dengan menyebarkan kuesioner kepada konsumen dan analisis dokumentasi. Data selanjutnya dianalisis dengan menggunakan *model matriks konsumen*.

Hasil analisis menunjukkan bahwa nilai guna *durability* menempati tingkat kepentingan yang tinggi dalam keputusan pembelian. Tingkat kepentingan kedua dan ketiga adalah *performance* dan *kemudahan*. Nilai guna *tangible* menempati tingkat kepentingan terendah dalam keputusan pembelian konsumen.

Tingkat kepentingan persepsi konsumen terhadap nilai guna *KarismaX Honda* adalah 3.99. Persepsi konsumen terhadap harga *KarismaX Honda* adalah 3.65. Posisi strategis *KarismaX Honda* berdasarkan model matriks konsumen menempati posisi ‘*timur laut*’. Ini berarti *KarismaX Honda* dipersepsikan memberikan *nilai guna yang tinggi* dan *harga yang tinggi* kepada konsumen.

Abstract

The Analysis of Competitive Strategy of ‘Cub Type’ Motorcycle Based on Customer Perception of Use value and Price Case of *KarismaX125D Honda* at Sleman Yogyakarta

At present, the market competition for Indonesia’s domestic motorcycle is fierce, especially in *cub type* (bebek) model. Motorcycle producer, in this situation, have to enhance their product brands performance through innovation to increase the perceived-use value of product brand and price strategy.

The purposes of this research were to measure the customers’ perception on the product brand’s use value and the customers’ perception on the price. Further, this research purposed to map the product brand on the market. This research studied *KarismaX125D Honda*.

The sample research were 100 motorcycle users. Research data were collected using questionnaire and document analysis. *Customer matrix model* was applied to analyze the data collected..

The research findings shows that customers ranked first *durability* use value in the level of importance in buying decision. The second is *performance*, and the third is *ease*. The *tangible* use value was placed as the lowest importance.

The customers’ perceptions of the use value of *KarismaX125D Honda* were 3,99. The customers’ perceptions of the price of *KarismaX125D Honda* were 3,65.

The strategic position of *KarismaX125D Honda* in the customer matrix model was at North-East position. This position meant that *KarismaX125D Honda* was perceived offer a high use value and high price as well.