

ABSTRAK

POTENSI PENJUALAN DAN PANGSA PASAR SEPEDA MOTOR MERK HONDA TERHADAP SEPEDA MOTOR MERK PESAING DI DAERAH ISTIMEWA YOGYAKARTA

Studi Kasus pada PT. Astra *International*, Tbk–Honda Yogyakarta

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Penelitian ini bertujuan untuk mengetahui potensi penjualan dan pangsa pasar sepeda motor merk Honda terhadap sepeda motor merk pesaing di PT. Astra *International*, Tbk-Honda Yogyakarta. Jenis penelitian ini adalah studi kasus, dengan menggunakan data jumlah penjualan di PT. Astra *International*, Tbk-Honda Yogyakarta dari tahun 1992 sampai 2001.

Penulis menggunakan dua teknik dalam pengumpulan data yaitu wawancara dan dokumentasi. Teknik analisis data menggunakan analisis trend dan regresi linear berganda.

Hasil trend menunjukkan potensi penjualan dan pangsa pasar sepeda motor merk Honda di Daerah Istimewa Yogyakarta mengalami kecenderungan yang berbeda di setiap kabupaten / kotamadya. Sedangkan analisis regresi linear berganda menunjukkan adanya pengaruh tingkat pendapatan negatif terhadap jumlah penjualan PT. Astra *International*, Tbk-Honda Yogyakarta. Kemudian pengaruh jumlah penduduk positif terhadap jumlah penjualan PT. Astra *International*, Tbk-Honda Yogyakarta.

ABSTRACT

THE SALE POTENTIAL AND THE MARKET SHARE OF *HONDA* MOTORCYCLE IN COMPARAISON WITH OTHER COMPETITORS' BRANDS IN THE SPECIAL PROVINCE OF YOGYAKARTA

A case study at PT. Astra International, Tbk-*Honda* Yogyakarta

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This research is aimed to know the sale potential and market share of *Honda* motorcycle in comparison with other competitors' brands. This research is a case study, which uses sale quantity data at PT. Astra International, Tbk-*Honda* Yogyakarta from 1992 to 2001.

The writer uses two techniques in collecting data, that is, interview and documentation . The data analysis techniques used are trend analysis and multiple linear regression.

The result of the trend analysis points that the sale potential and market share of the *Honda* motorcycle in the Special Province of Yogyakarta have different trend in each regency. While, the multiple linear regression analysis points out that income level has negative effect on sale quantity of PT. Astra International, Tbk-*Honda* Yogyakarta. And then, people quantity has positive effect on sale quantity of PT. Astra International, Tbk-*Honda* Yogyakarta.