

Analisis Atribut Produk Terhadap *Positioning Smartphone* iPhone Di Jakarta Selatan

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Abstrak

Penelitian ini dilakukan untuk menguji besarnya sumbangan (kontribusi) yang diajukan oleh analisa jalur pada setiap hubungan kausal antara atribut produk terhadap posisi pasar *smartphone*. Tujuan penelitian ini untuk memetakan suatu persepsi konsumen sehingga dapat diketahui kemiripan antara produk sejenis yang paling dekat. Pemetaan dilakukan, agar didapatkan *positioning* dari atribut *smartphone* yang diteliti yaitu harga, kualitas, fitur, dan desain di wilayah Jakarta Selatan. Dalam penelitian ini sampel yang digunakan adalah 100 orang. Teknik penentuan sampel menggunakan non probability sampling dengan teknik *purposive sampling*, serta menggunakan alat analisa Multidimensional Scaling (MDS) dan *Analisis Correspondency (CA)*,

Kata Kunci : Atribut Produk, Posisi Pasar (*positioning*)

Analysis of Product Attributes Against Positioning Smartphone iPhone in South Jakarta

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Abstract

This study conducted to examine the contribution which filed by analysis's path on any causal relationship between attributes of product to the position of the smartphone's market. The purpose of this study to map consumer's perception that could be known resemblances between similar products are the closest. Mapping was did, to get the positioning of attributes smartphone, which studied were price, quality, features, and design in the area of South Jakarta. Sample that used in this study is 100 people. Using non probability technique of sampling with purposive sampling, and also analysis tools Multidimensional scaling (MDS) and Analisis Correspondency (CA),

Keywords: Product Attribute, Market position (positioning)