

## ABSTRACT

### **Benefits Sought Segmentation Analysis and Consumers' Perceptual Mapping at The Marketing of Motorcycle Lubricating Oils Engine Product in Jombang**

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A dynamic change of marketing world has experienced a paradigm change from mass marketing to a target marketing which needs to focus on identified costumers in offering product.

The purposes of this research are to know the market segment of lubricating oil of motorcycle engine based on its benefits sought to choose a mark of lubricating oil. The sample is taken from 250 respondents in Jombang by means of questionnaire.

To solve the problems, multivariate analysis, that is cluster analysis and multidimensional scaling (MDS) are needed. The introductory research involves 30 respondents and validity test using product moment with the technique of item analysis proves that all items are valid to do segmentation research. The result of internal reliability test using Alpha Cronbach formula proves that the questionnaire is reliable.

In this segmentation research it results in useful variables to extend engine's age and it becomes the biggest segment, then followed by a useful variable which is resistant toward the high cycling/high speed and the third is the variable adds lower engine pulling.

The segment of demography composition is in fact dominated by young men, whose profession is student who does not have self income and the expense from about 250,000 - 500,000 rupiahs per month.

The result of the research based on the market segmentation will be advantageous for management to maintain and develop target market which is already dominated.

Keywords : Segmentation, positioning, benefit sought.

