

ABSTRACT

Cement sales on the civil contractor market has strategic value. Big volume of need and smooth routine order have been the strength of this cement industry. However, there are some obstacles in order to create contractors as loyal consumers. Price, term of payment, sales service and sales delivery have been the main obstacles of successful sales negotiation. By knowing how decision making process is made, factors in making a decision and buying interest, it is hoped that contractors can help to solve the problems.

Buying process starting from the information search continued by finding alternative evaluation consists of company's value evaluation, as well as evaluation based on references that can be indicators of decision making process. Besides that, after the last step of decision making process, there is an evaluation of product and supplier performance that is made after buying process. There are some factors in making a decision after knowing descriptively about the decision making process. In order to know more about the most important factor in making a decision, thus the factors can be analyzed by using Anova. By using factors of decision making process, it will be interesting to know how is the buying interest of each cement product in the market. To know the condition, thus buying interest data of every factor is analyzed by using Anova.

Information from salesman and friends, and materials stores have been the main information source for contractors in buying cements. Cheap price, longer term of payment and flexible, and the ability to handle problems from sales, easy procedure for supplier company, commitment in delivery on time, and the good quality are the issues of product and supplier alternative evaluation. After the buying is made, performance evaluation is made by finding the result of construction and field information. Whereas, the consistency and commitment of supplier performance evaluation are the evaluated things conducted by the contractor.

Main factors influencing decision making are the delivery accuracy, quality and service of sales. Price, term of payment and flexibility of payment are the second group of the most determinant. References and information from friends are the last factors of the whole decision making process. Contractors buying interest on cement is dealing with price accumulation, delivery accuracy, term of payment, payment flexibility, salesman service and company service as well as cement quality. Chosen accumulation is appropriate accumulation with the project and company's condition.