

ABSTRACT

There are a lot of dimensions which must check for development of a industrial product marketing. That way the things for the product marketing of industrial pump. This research is to study opportunity of industrial pump market as a step of in development of industrial market pump in Indonesia.

This research is taking discussion fundamental of concerning perception analysis and consumer attitude of considered attributes consumer of choosing (buying) industrial pump product, with method research into eksploratori and descriptive, use technique of survey to collect needed information. Result from this research is analysed use technique of Multidimensional Scalling (MDS), Multiatribut Fishbein and the Snake Diagram.

Pursuant to result research into market to 100 responder, obtained a information of that key determining successfulness of marketing for industrial pump is factor of desain appropriate quality and requirement, price of which good match for quality and famous merk reputation. Third the factor is highest attribute which express consumer expectation of industrial pump.

From this research result can be pulled conclusion of that opportunity market for industrial pump in Indonesia can be reached if the pump can fulfill consumer expectation to yielded product by strengthening attribute having an effect on price and goods quality.

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