

ABSTRACT

PT. MHE-Demag Indonesia is a material handling company with product ranges consist of crane & components, industrial products and services. The company had been already known as a company with high quality product offered and supported with good quality after sales service. The company also has been known as the agent of Europe's product. Several years ago there was discontinuing of agency of warehouse truck product caused decreasing of sales volume . Finally the company decided to extend the brand of corporate MHE to become a brand of warehouse truck product.

This research objective was to investigate how the customer behavior and subjective norm influence to the buying intension of warehouse truck product offered with MHE brand. This research was based on the theory of Reasoned Action developed by Fishbean. The respondents were the clients who had already bought the product from the company , with using purpose sampling method.

The result of the research shown the customer behavior was positive to warehouse truck with MHE brand but the subjective norm was in the neutral range . The buying intention score was 3.58 that means need strong effort from the sales staff to improve sales activity and sales strategy . The conclusion of research show that behavior and subjective norm of customers have significant impact toward to the buying intention .