PENERAPAN DIFERENSIASI MENURUT PERSEPSI KONSUMEN PADA PT. AUTOMOBIL JAYA MANDIRI (WULING MOTORS YOGYAKARTA)

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Abstrak

Tujuan laporan tugas akhir ini adalah untuk mengetahui penerapan diferensiasi menurut persepsi konsumen pada PT. Automobil Jaya mandiri (Wuling Motors Yogyakarta). Metode penelitian yang digunakan adalah metode kuantitatif dengan melakukan observasi dan membagikan survei kuesioner kepada konsumen. Sampel yang digunakan adalah konsumen pada PT. Automobil Jaya mandiri (Wuling Motors Yogyakarta) sebanyak 69 responden, teknik sampling yg digunakan adalah *Purposive Sampling*. Teknik Analisis yang digunakan adalah analisis deskriptif, analisis uji instrumen validitas dan reliabilitas, serta *arithmetic mean*. Berdasarkan hasil dari *arithmetic mean* dengan 5 indikator variabel yang digunakan sebagai alat ukur diferensiasi menurut persepsi konsumen pada PT. Automobil Jaya mandiri (Wuling Motors Yogyakarta). Nilai rata-rata diferensiasi produk sebesar 3.13, diferensiasi pelayanan memiliki nilai rata-rata sebesar 3.02, Diferensiasi Personel diperoleh nilai rata-rata 3.04, diferensiasi saluran distribusi memiliki nilai rata-rata 2.85, dan diferensiasi citra didapatkan nilai rata-rata sebesar 2.84. Hasil penelitian ini menunjukan bahwa dari hasil analisis penilaian penerapan diferensiasi menurut persepsi konsumen pada PT. Automobil Jaya mandiri (Wuling Motors Yogyakarta) dikatakan berhasil karena perolehan nilai rata rata keseluruhan variabel diferensiasi sebesar 2.97, karena banyak konsumen yang menilai setuju terhadap diferensiasi pada PT. Automobil Jaya mandiri (Wuling Motors Yogyakarta).

Kata Kunci: *Diferensiasi, Persepsi Konsumen*

APPLICATION OF DIFFERENCE BY CONSUMER PERCEPTION IN PT. AUTOMOBIL JAYA MANDIRI (WULING MOTORS YOGYAKARTA)

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Abstract

The purpose of this final project report is to determine the application of differentiation according to consumer perceptions at PT. Automobil Jaya Mandiri (Wuling Motors Yogyakarta). The research method used is a quantitative method by observing and distributing questionnaire surveys to consumers. The sample used is consumers at PT. Automobil Jaya Mandiri (Wuling Motors Yogyakarta) as many as 69 respondents, the sampling technique used was purposive sampling. The analysis technique used were descriptive analysis, validity and reliability instrument test analysis, and the arithmetic mean. Based on the results of the arithmetic mean with 5 variable indicators used as a measuring tool for differentiation according to consumer perceptions at PT. Automobil Jaya Mandiri (Wuling Motors Yogyakarta). The average value of product differentiation is 3.13, service differentiation has an average value of 3.02, Personnel differentiation has an average value of 3.04, distribution channel differentiation has an average value of 2.85, and image differentiation has an average value of 2.84. The results of this study indicate that the results of the analysis of the assessment of the application of differentiation according to consumer perceptions at PT. Automobil Jaya Mandiri (Wuling Motors Yogyakarta) is said to be successful because the average value of the entire differentiation variable is 2.97, because many consumers agree with the differentiation at PT. Automobil Jaya Mandiri (Wuling Motors Yogyakarta).

Keywords: *Differentiation, Consumer Perseption*