

ABSTRACT

MARKET SEGMENTATION ANALYSIS ON CONSUMERS OF SOUVENIR PRINTING

(Study of Souvenir Printing at Bandar Lampung)

By

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The purpose of this study was to determine the potential segment of Souvenir Printing in Bandar Lampung with the market segmentation process then analyzed using cluster analysis. Type of research is descriptive method with quantitative approach. The population in this study were consumers of Souvenir Printing around University of Lampung with a sample of 83 respondents. The results showed that the potential market in Souvenir Printing around University of Lampung into three segment, they are 1).self-actualization buyers segment; 2).connecting buyers segment; and 3).analytical buyers segment. Where each segment has their own distinguished characteristics.

The result also shows that the member of every cluster is disseminated and has the potential to be a potential market for Souvenir Printing around University of Lampung.

To be able to benefit, then the Souvenir Printing around University of Lampung must know the market and tailor services to potential customers that the service characteristics and positioning of products can be more acceptable to consumers.

Key words: market segmentation, demographic, behavior, cluster analysis, the potential market.