

## **ABSTRACT**

### **ANALYSIS OF INFLUENCE PERCEIVED VALUE ABOUT CONSUMER SATISFACTION THAT USING YAMAHA MIO MOTORCYCLE**

**(Study Perceptions of S1 Regular Student Faculty of Economics, Lampung University)**

**By**

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Competition is getting tighter, causing a company to put the orientation to the fulfillment and consumer satisfaction as a primary goal. With the increasing number of companies offering products and services to consumers, the more consumer-owned alternative, so the company always tries to meet their consumers satisfaction. An example is the competition in the motorcycle industry. One manufacturer that has launched a kind of automatic motorcycle is a Yamaha brand with its products Yamaha Mio.

There are many things that affect consumers assessment of whether or not he is satisfied with the products or services obtained. One of these was the perceived value. Student is one of the many consumers who use Yamaha Mio. Thus, this study focuses on students as objects of research and is considered to represent the whole society. Therefore, it is necessary to take measurements on how significantly influence the perceived value on consumer satisfaction.

The problems faced by PT Lautan Teduh Interniaga as primary dealers Yamaha brand motorcycles in Lampung Province that is the level of the increasingly sharp competition these days, can be seen with the rapid growth of a similar product that offers a variety of brands, sizes, shapes and intense competition in give satisfaction to its consumers. The problem faced is whether these variables influence the perceived value of consumer satisfaction using Yamaha Mio.

This study aims to identify the influence of the variables perceived value to the consumer satisfaction who use Yamaha Mio motorcycle.

The hypothesis is "the perceived value affect consumer satisfaction that using Yamaha Mio motorcycle".

The population in this research is S1 Regular Student Faculty of Economics, Lampung University in force from 2007 to 2009, using stratified random sampling technique and after the calculation of the sample obtained by 90 respondents.

The analysis used in this research is logistic regression analysis. Results of regression model analysis showed that the value of *Nagelkerke R Square* coefficient ( $R^2$ ) of 0.866. This means that these variables include the perceived value of the Functional Value (Want Satisfaction), Epistemic Value, Image, Emotional Value, Price Value and Social Value of influencing consumer satisfaction (Y) of 86.6%, while the remaining 13.4% influenced by other variables outside the model.

Results of data analysis showed that the perceived value variabels positive effected on consumer satisfaction using Yamaha Mio motorcycle, with details of the Functional Value (Want Satisfaction) is significant with probability value 0.043, Epistemic Value is significant with probability value 0.045, Image is significant with probability value 0.027, Emotional Value significantly with probability value 0.021 and Social Values significantly with probability value 0.049. This indicates that the perceived value partially affect consumer satisfaction. This also means that the hypothesis can be accepted. Emotional Value as the variable of the perceived value has a dominant influence than other variables because the probability of significance is 0.021.

Suggestions that should be submitted to the motorcycle manufacturer Yamaha Mio in this case PT Lautan Teduh Interniaga is maintain and enhance the perceived value variables that influence consumer satisfaction, among others, to increase the Functional Value (Want Satisfaction), a manufacturer Yamaha Mio should be pursuing a strategy of differentiation, for increase the Epistemic Value, the company should improve its product quality as well as add new product features and style better, to improve the Image, the company may use supporting the use of celebrities (celebrity endorser), Emotional Value needs to be maintained and enhanced as proven through emotional approach, the product Yamaha Mio was able to influence consumer satisfaction in the dominant, to increase the Price Value, the company should perform penetration pricing strategy and overall cost leadership strategy, to increase Social Value, companies can enter new segments and increase its distribution coverage and enter new distribution channels.