

SUMMARY

ANALISIS SEGMENTASI KONSUMEN SABUN CAIR LUX DI WILAYAH TANGERANG

CONSUMER SEGMENTATION ANALYSIS OF LIQUID SOAP LUX
IN THE TANGERANG

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Subject : ANALISIS SEGMENTASI KONSUMEN SABUN CAIR LUX
Subject Alt : CONSUMER SEGMENTATION ANALYSIS OF LIQUID SOAP LUX,
Keyword : ANALISIS;ANALISIS SEGMENTASI;SEGMENTASI;KONSUMEN SABUN;

Description :

Studi ini dibuat untuk mengetahui segmentasi konsumen Sabun Cair Lux. Dari hasil segmentasi tersebut maka didapat target market dari Sabun Cair Lux . Pada penelitian ini populasinya adalah pengguna sabun cair Lux yang ditemui di Wilayah Tangerang, dalam hal ini jumlah popuasi tidak diketahui. Karena tidak diketahui maka menggunakan Qouta Sampling serta menggunakan sampling purposive dengan kriteria tertentu. Metoda yang digunakan pada penelitian ini adalah K-Mean Cluster

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Description Alt:

This study was made to determine consumer segmentation Lux Soap Liquid. From the results of the segmentation of the importance of the target market Lux Soap Liquid. In this study populasinya is Lux liquid soap users encountered in Tangerang area, in this case the number popuasi unknown. because no note the use Qouta Sampling and sampling using purposive with certain criteria. The methods used in this study is K-Mean Cluster;

Date Create : 02/09/2013
Type : Text
Language : Indonesian
Identifier : UEU-Undergraduate-2008 – 11 – 016
Collection : 2008 – 11 – 016
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