

## ABSTRACT

EKA CANDRA. Market Segmentation Analysis And Consumer's Perception On Furniture Product of CV. ABC ( Under Supervision by Mr. Izuddin Kartamulia ).

This study's purposes are to identify market segmentation of CV. ABC and its competitors, and to analyze consumer's preferences about the combinations of furniture product's attributes of CV. ABC. It's data processing and analysis including to identify which companies should be consider as CV. ABC's competitors, and to identify market segmentation of each companies questionnaires is conducted to see consumer's characteristics of each company. From the result of this questionnaires we know that market segmentation for CV. ABC are based on demografic and psikografic.

To know about consumer's preferences on combinations of furniture product attributes of CV. ABC, conjoint analysis is conducted that included material attributes which contains of pinewood, sungkai wood, dan sungkai wood which combine with coconut wood, price attributes, and model attributes which contains classic model, semi-classic and semi modern.

With the help from computer program SPSS v. 11, those attributes is processed to determine which combination of attributes consumers are most sought. The result shows that for consumers the most sought combination is sungkai wood + coconut wood which combine with classic model and low price.