

PROPOSAL PENELITIAN EKONOMI MANAJEMEN PEMASARAN

MENGANALISIS FAKTOR YANG MEMPENGARUHI PERILAKU KONSUMEN DALAM PEMBELIAN SEPEDA MOTOR YAMAHA

BAB I PENDAHULUAN

A. Latar Belakang

Di era globalisasi ini banyak sekali terdapat merk-merk sepeda motor yang ditawarkan kepada konsumen seperti merk YAMAHA, HONDA, SUZUKI, KAWASAKI, KTM dan lain sebagainya. Dimana masing-masing merk motor tersebut berusaha untuk membuat produknya lebih unggul dibandingkan merk lain maka, kegiatan pemasaran yang baik dan tepatlah yang memegang peranan yang penting dalam menunjang kelangsungan usaha dan perkembangan suatu perusahaan. Dengan kata lain pihak produsen harus mampu merebut hati konsumen akan hasil suatu produksi yang dijual dan berupaya untuk memuaskan konsumennya.

Dalam memahami perilaku konsumen tentu tidak mudah karena konsumen memiliki sifat yang berbeda-beda sebagaimana dari kebutuhan manusia yang tidak terbatas disamping dipengaruhi oleh kondisi eksternal dan internal lainnya yang berakibat langsung terhadap perilaku konsumen. Faktor eksternal tersebut meliputi, kebudayaan, sub budaya, kelas sosial, kelompok sosial, kelompok referensi, dan keluarga. Sedangkan faktor internalnya adalah faktor yang ada pada diri konsumen itu sendiri (psikologis) yang meliputi : belajar, kepribadian, dan konsep diri, serta sikap. (Stanton,1996:155).

Dan oleh sebab itu, konsumen harus dapat mengendalikan perubahan perilaku tersebut dengan berusaha mengimbangnya, yakni dengan mempengaruhi konsumen dalam membeli produk yang ditawarkan dan melalui evaluasi berkala demi kelangsungan hidup produsen itu sendiri. Tidak semua sepeda motor diminati oleh sebagian besar konsumen yang ada, tetapi hanya beberapa saja.

Sepeda motor YAMAHA sepertinya sudah menjadi tuntutan para pengendara sepeda motor terutama pengendara yang tidak mau repot ketika mau memindahkan gigi motornya, karena motor ini tidak menggunakan sistem pemindah gigi pada motor bebek lainya. Melainkan ketika mengendarainya pengendara hanya cukup mengatur gas nya saja. Melihat keadaan ini penulis tertarik untuk melakukan penelitian mengenai perilaku konsumen yang yang merupakan salah satu dasar dalam menerapkan strategi pemasaran untuk mencapai tujuan, yaitu memberikan kepuasan kepada konsumen,sehingga diharapkan dapat membawa kepada peningkatan penjualan yang berakibat langsung pada peningkatan pasar.

Proposal Pemasaran Produk Motor

Rosina Ehmann



Proposal Pemasaran Produk Motor:

Menangkap Peluang Usaha , 2ND Preneurship Senja Nilasari, 2021-02-24 Ada banyak pilihan barang barang second yang diperjualbelikan Barang barang second tersebut memang bisa menjadi sebuah lahan bisnis yang menjanjikan Selain menjual secara langsung barang barang second tersebut dapat juga didaur ulang menjadi barang yang lebih tinggi nilainya Barang barang second seperti pakaian bekas bisa juga didapat dari luar negeri dengan harga yang murah Barang second yang dibeli dengan murah tersebut bisa dijual lagi dengan harga yang sesuai dengan kualitas barang tersebut Memulai sebuah bisnis barang second perlu persiapan yang matang Persiapan tersebut dapat dituangkan dalam sebuah business plan atau proposal usaha Buku ini akan membahas beberapa jenis bisnis barang bekas berikut dengan contoh proposal usahanya Beberapa bisnis barang second yang akan dibahas dalam buku ini antara lain Bisnis Pakaian Second Bisnis Kendaraan Second Bisnis Barang Elektronik Second Bisnis Buku Second Bisnis Plastik Second Bisnis Barang Rongsokan **Sukses Menggolkkan Proposal , PEDOMAN PENYUSUNAN PENULISAN PROPOSAL PENELITIAN DAN SKRIPSI** Dr. Elvera, S.E., M.Sc., Kusnita Yusmiarti, S.Kom., M.Kom, Dr. Sastra Mico, S.E., M.Si, Heriansyah, S.Kom., M.Kom, Ahmad Feriyansyah, S.E., M.Si, Laili Dimyati, S.E., M.Si, Nurlela, S.E., M.Si, Zulaiha, S.E., MA, Herma Diana, S.H., M.H, Junaidi, S.Ip, M.Si, Aldini Nofta Martini, S.E., M.Sc, Pedoman Penyusunan Penulisan Proposal Penelitian Dan Skripsi ini merupakan acuan bagi para dosen pembimbing dan mahasiswa yang menyusun skripsi pada Program Studi Manajemen Institut Teknologi dan Bisnis Lembah Dempo Beberapa hal yang disesuaikan dengan perkembangan teknologi masa kini telah ditambahkan dalam buku pedoman ini yang bertujuan untuk memberikan arahan yang lebih spesifik dalam menyusun proposal penelitian maupun naskah skripsi Buku ini masih jauh dari sempurna sesuai dengan pepatah tiada gading yang tak retak Oleh karena itu segala komentar kritik maupun tanggapan atas buku pedoman penulisan skripsi ini akan diterima dengan terbuka Semoga buku pedoman ini bermanfaat bagi pembaca **Produk Kreatif dan Kewirausahaan SMK/MAK Kelas XI. Program Keahlian Teknik Otomotif. Kompetensi Keahlian Teknik dan Bisnis Sepeda Motor.** Z. Furqon, S.T., Drs. Joko Pramono, 2021-04-22 Buku yang berjudul Produk Kreatif dan Kewirausahaan SMK MAK Kelas XI ini hadir sebagai penunjang pembelajaran pada Sekolah Menengah Kejuruan Program Keahlian Teknik Otomotif Kompetensi Keahlian Teknik dan Bisnis Sepeda Motor Buku ini berisi materi pembelajaran yang membekali para siswa dengan pengetahuan dan keterampilan dalam dunia otomotif yang mengacu pada Kurikulum 2013 revisi tahun 2017 Materi yang dibahas dalam buku ini meliputi beberapa hal berikut Sikap dan karakter wirausahawan Analisis peluang usaha produk bisnis sepeda motor Hak Atas Kekayaan Intelektual Prototipe pada bisnis sepeda motor Proses prototyping Gambar kerja prototipe Analisis biaya produksi prototipe Penerapan dan pengujian prototipe Pengujian kesesuaian fungsi prototipe Berdasarkan materi yang telah disajikan para siswa diajak untuk melakukan aktivitas HOTS Higher Order Thinking Skills dengan cara menanya mengeksplorasi mengamati mengasosiasikan dan mengomunikasikan Buku ini dilengkapi dengan latihan soal berupa pilihan

ganda isian esai dan penugasan Hal ini bertujuan untuk mengukur kemampuan siswa dalam memahami materi Selain itu buku ini juga dilengkapi dengan info untuk menambah pengetahuan para siswa Kebutuhan akan buku ini sejalan dengan tuntutan kompetensi SMK MAK bidang teknik otomotif Dengan demikian kami berharap bahwa siswa dapat mencapai kompetensi yang diharapkan dan lulusan SMK MAK dapat mempersiapkan diri dengan baik ketika memasuki dunia kerja

Pembelajaran T.P. Rachmat Ekuslie Goestiandi,Yusi,2013-08-22 Theodore Permadi Rachmat adalah seorang pembelajar sejati Sepanjang perjalanan hidupnya ia selalu berupaya mencerap pengetahuan yang bisa ia dapatkan dari berbagai bacaan maupun pengalaman profesionalnya sebagai karyawan CEO dan pemilik perusahaan Baginya dua sumber pembelajaran ini sama pentingnya Buku ini adalah dialog antara konsep dan praktek manajemen T P Rachmat bagaimana memulai mengelola membesarkan dan menjaga keberlangsungan sebuah bisnis agar pada gilirannya bisa memberikan kontribusi nyata kepada bangsa dan negara Buku ini juga dilengkapi dengan kisah kisah pembelajaran personal yang belum pernah muncul termasuk pengakuan tentang kepahitan dan kegagalan yang dialaminya dan bagaimana ia menyikapinya Kalau jatuh sepuluh kali bangunlah sebelas kali begitulah ajakannya Mengapa pula T P Rachmat lebih senang menjadi sungai ketimbang empang Temukan jawabannya di buku ini dokumentasi terlengkap tentang pengalaman pemikiran dan pembelajaran T P Rachmat Metodologi Penelitian, Pendekatan Praktis Dalam Penelitian Disertai Contoh Proposal Penelitian Dr.Etta Mamang Sangadji,M.Si,Dr.Sopiah,M.M.,S.Pd.,2024-06-12 Ilmu metodologi penelitian bukan sekadar ilmu teoritis tetapi juga merupakan ilmu praktis Selama ini ada kesan di kalangan mahasiswa dosen muda dan peneliti pemula bahwa meneliti adalah pekerjaan sulit Padahal proses penelitian sesungguhnya tidak terlalu sulit jika Anda mendapatkan buku ajar yang mudah dipahami dan dipraktikkan Kelebihan buku ini terletak pada pembahasan tiap topik yang bersifat ringkas dan jelas sehingga pembaca akan mudah cepat dan tepat memahami seluk beluk penelitian Melalui buku ini para pembaca dapat memperoleh gambaran secara utuh tentang cara memulai penelitian melaksanakan penelitian sampai cara menuliskan laporan akhir hasil penelitian Pembahasan dalam buku yaitu Hakikat penelitian dan studi tentang ragam dan jenis penelitian Cara mengadakan penelitian Memilih dan merumuskan masalah Merumuskan hipotesis penelitian Memilih pendekatan dalam penelitian Merumuskan anggapan dasar Kajian literatur Menentukan variabel serta menentukan dan memilih instrumen penelitian Menentukan sumber data populasi sampel penelitian dan pengumpulan data Analisis data dan penulisan laporan penelitian dan disertai contoh bentuk proposal penelitian dasar fundamental research dan penelitian tindakan terapan action application research agar pembaca dapat memahami lebih komprehensif tentang cara menyusun proposal penelitian yang baik dan benar *Metode riset bisnis* Husein Umar,2002 *14 Hari Langsung Mulai Jadi Pengusaha (New Cover)* Wulan Ayodya,2016-06-25 Banyak orang ingin buka usaha tapi kenyataannya hanya beberapa di antara mereka yang akhirnya mewujudkan keinginan tersebut Penyebab tidak bisa mewujudkannya adalah masih maju mundur karena berbagai kondisi dan kendala masing masing Buku ini hadir sebagai pencerahan dan diharapkan dapat

memandu Anda dalam mencari Solusi untuk yang tak pintar jualan tapi ingin punya usaha sukses Solusi untuk yang ingin buka usaha namun kendala modal terbatas Solusi untuk yang ingin buka usaha tapi masih sibuk kerja Solusi untuk yang ingin buka usaha dari rumah Solusi untuk yang ingin buka usaha tapi minim risiko Gambaran Peluang Usaha untuk Karyawan Gambaran Peluang Usaha untuk Ibu Rumah Tangga Gambaran Peluang Usaha untuk Pensiunan Gambaran Peluang Usaha untuk Anak Muda Gambaran Peluang Usaha untuk Profesional Gambaran Peluang Usaha Franchise Panduan untuk buka usaha dengan langkah mudah terencana dalam waktu 14 hari Kiat Praktis Buka Usaha Modal Photoshop ,2014

Inovasi Teknologi dalam Produksi Kue Tradisional: Efisiensi dan Mekanisasi Adi Ananda, Amirullah, Diana Rapitasari, Saidah, 2024-08-30 Buku Inovasi Teknologi dalam Produksi Kue Tradisional Efisiensi dan Mekanisasi menguraikan solusi teknologi terbaru dalam pembuatan kue tradisional khususnya dalam proses pembuatan kue semprit Fokus utama buku ini adalah pada penerapan teknologi tepat guna yaitu mesin pengaduk dan pemanas santan kelapa yang dirancang untuk meningkatkan efisiensi dan mengurangi tenaga kerja dalam produksi kue semprit Melalui inovasi ini proses yang sebelumnya memakan waktu hingga 4 jam secara manual kini dapat dipangkas menjadi hanya 2 jam Buku ini membahas secara mendalam bagaimana mekanisasi ini berkontribusi pada peningkatan produktivitas manajemen dan pemasaran produk kue tradisional Diharapkan buku ini tidak hanya memberikan wawasan teknis yang berguna bagi para pelaku industri UMKM tetapi juga menjadi referensi penting dalam mengoptimalkan proses produksi kue tradisional di seluruh tanah air

MANAJEMEN PEMASARAN Perspektif Kepuasan dan Loyalitas Konsumen Terhadap Merek Dr. H. Soesanto, STP., MMT, 2024-07-18 Manajemen pemasaran adalah ilmu yang mempelajari perencanaan pelaksanaan dan pengendalian terhadap produk barang dan jasa penetapan harga pelaksanaan distribusi aktivitas promosi yang dilakukan oleh orang tertentu dengan proses tertentu yang ditunjang dengan bukti fisik untuk menciptakan pertukaran guna memenuhi kebutuhan atau keinginan pelanggan sehingga mencapai tujuan perusahaan *Tajir Selagi Muda* , *Manajemen Strategis 1 (ed.10)* Koran ,

BANKIR SYARIAH PENSIUN BAHAGIA: Cara Bankir Syariah Menciptakan Kebahagiaan di Masa Pensiun Zulfikar Arma, dkk., 2025-05-01 Buku antologi ini mengajak pembaca menelusuri bagaimana para pensiunan bankir syariah berbagi kisah inspiratif mereka tentang menemukan kebahagiaan setelah purnatugas Menghadirkan perspektif unik tentang bagaimana menjalani masa pensiun dengan rasa syukur Melalui tulisan para alumni bankir syariah yang mudah dicerna pembaca dapat memahami bahwa pensiun merupakan kesempatan yang diberikan Allah Swt untuk terus berkembang berbagi dan berkarya sehingga tetap menjadi khoirunnas anfa uhum linmas Temukan inspirasi dan semangat baru untuk menikmati masa pensiun dengan bahagia dan lebih bermakna Inshaallah retired sharia banker at its finest Mulya E Siregar Pakar perbankan dan keuangan syariah Masyaallah ini buku yang sangat menginspirasi Bagi seorang profesional pensiun adalah akhir masa tugas Bagi seorang pejuang ekonomi syariah pensiun adalah rotasi penugasan untuk meneruskan perjuangan dalam posisi baru Ditulis dalam bahasa yang renyah dan gaya bertutur membawa pembaca larut dalam kisah

para pejuang ekonomi syariah Adiwarmanto Azwar Karim Cendekiawan dan ahli ekonomi syariah Indonesia Informasi & peluang bisnis SWA sembada ,2005 **Benefit Sharing dalam Joint Venture Analisis Kritis Perspektif Syariah** Iza Hanifuddin,2021-10-12 Tema bagi hasil dalam kerja sama ekonomi selama ini memuncak secara kajian pada profit sharing loss and profit sharing dan revenue sharing saja Hampir tidak terdengar lagi wacana baru dalam kajian lanjutan Semua tema bagi hasil tersebut nyaris hanya berkaitan dengan keuntungan nominal atas usaha hasil suatu kerja sama ekonomi Para pakar seakan lupa bahwa aset sebuah perusahaan bersama pun hakikatnya juga bisa diperoleh hasil keuntungannya yang bisa dinominalkan Memang selama ini orang hanya memahami bahwa aset itu bisa diambil manfaatnya saja bukan nominalnya kecuali jika aset dijual Oleh karena itu kajian berkaitan ini perlu diperkenalkan untuk mengontrol pemanfaatan aset bersama dan hasilnya pun dibagi bersama dalam kajian benefit sharing Pada perusahaan bersama yang berbentuk joint venture pemanfaatan aset bersama seringkali tidak terkontrol oleh pihak manajemen ketika aset tersebut sudah terlimpahkan dan dimanfaatkan oleh para anggota serikat baik pimpinan maupun bawahan Padahal aset yang semestinya diambil manfaatnya secara personal untuk kepentingan perusahaan bersama bisa jadi ada yang menyewakannya atau dengan cara lain dalam rangka mendapatkan nominal untuk kepentingan pribadi dari aset tersebut Tentu saja cara ini tidak dibenarkan dalam perspektif syariah Oleh karena itu bagaimana hal ini bisa dituntaskan dalam kajian pembagian bagi hasil perspektif benefit sharing atas aset bersama dalam perusahaan joint venture coba dilakukan dalam tulisan berbasis penelitian ini Dengan cara ini ketaatan syariah shari ah compliance dalam usaha ekonomi bersama bisa dikontrol dengan baik **Warta ekonomi** ,2006-04 **Peta Jalan Ukm 4.0: Profesional, Produktif, Kreatif, & Entrepreneurial** Edo Rinaldo, Christian M. Marpaung, Aji Hogantara,2017-10-16 Profesional Produktif Kreatif Entrepreneurial Peta Jalan UKM 4 0 Profesional Produktif Kreatif Entrepreneurial adalah salah satu solusi yang komprehensif bagi UKM atau start up dalam mengelola usahanya agar tetap berada pada jalur yang benar Kami percaya bahwa UKM tidak hanya perlu memiliki produk yang bagus tetapi juga mindset dan strategi yang tetap relevan dengan kondisi persaingan saat ini dan di masa depan Agar lebih praktis model Peta Jalan UKM 4 0 kami jabarkan menjadi 10 Jalan Menuju UKM Sukses yang terdiri dari satu jalan tentang bagaimana menjadi profesional dua jalan untuk meningkatkan produktivitas tiga jalan dalam mengasah kreativitas dan empat jalan untuk membentuk semangat entrepreneurial Buku ini disusun secara khusus untuk mengetahui posisi Anda dalam meraih kesuksesan **KOMUNIKASI DIGITAL: Dalam Bingkai Riset** Gamal Baser,Harry Setiawan,Muhammad Rizky Martinoes,Happy Wulandari,Zulfadli, Yudi Daherman, Buku Komunikasi Digital dalam Bingkai Riset ini adalah bagian dari potret kehidupan masyarakat hari ini Platform komunikasi digital menawarkan pola komunikasi yang beragam dari yang ber langsung secara simultan hingga yang tidak simultan Perkembangannya semakin hari terus mengalami perubahan yang signifikan seiring dengan kemajuan teknologi informasi dan komunikasi Riset berbasis komunikasi digital ini harus terus dikembangkan sebagai bagian dari bingkai kehidupan hari ini Manusia harus dapat mengambil sisi positif dan menangkis

dampak negatif dari setiap perkembangan digitalisasi tersebut

Reviewing **Proposal Pemasaran Produk Motor**: Unlocking the Spellbinding Force of Linguistics

In a fast-paced world fueled by information and interconnectivity, the spellbinding force of linguistics has acquired newfound prominence. Its capacity to evoke emotions, stimulate contemplation, and stimulate metamorphosis is really astonishing. Within the pages of "**Proposal Pemasaran Produk Motor**," an enthralling opus penned by a highly acclaimed wordsmith, readers set about an immersive expedition to unravel the intricate significance of language and its indelible imprint on our lives. Throughout this assessment, we shall delve in to the book is central motifs, appraise its distinctive narrative style, and gauge its overarching influence on the minds of its readers.

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