

ABSTRACT

Increasing competition requires every automotive company chose the most appropriate strategy in order to attract the attention of consumers. And one of the chosen strategy will be determined based on the positioning of each company's product.

This study aims to examine the most appropriate marketing strategy for PT. ASTRA INTERNATIONAL DAIHATSU Cibereum based on Daihatsu's product positioning using Discriminant Method, which will be researched on the variables that influence decisions of consumers in purchasing a car. In order to obtain variables that most affect consumers in the process of car buying decision. Objects that used in this study are the customers of Daihatsu and non-Daihatsu.

This research was conducted to see whether there are fundamental differences that affect the decision of automotive customers in making a decision to purchase a car. The study was conducted by distributing questionnaire to customers and also had a direct interview with respondents. The results showed that the variable that most affect consumer is the reason they make to purchase a car, that is for satisfy they needs.

Keywords: marketing strategy, *discriminant* method, *positioning*, Daihatsu.