

ABSTRACT

A car is a transportation tool that is useful for moving from one point to another by carrying passengers and goods. The increasing need for cars makes car industry companies compete in creating cars of various types and models because consumers have different priorities for facilities available in the car. LCGC is the second best-selling type of car in the first semester of 2018. It is 21% below the LMPV segment, but there is a decline in sales of LCGC cars which decreased 6.13 percent in January-September 2018.

The purpose of this study is to find out the combination of attributes in LCGC cars that produce the highest customer value index and know the attributes that are the LCGC car driver values. Attributes in this study are price, safety features, engine (cc), electronic devices, fuel efficiency and appearance.

This research is a quantitative research and uses conjoint analysis, sampling uses nonprobability sampling. The number of respondents in this study were 388 respondents who used LCGC cars.

The highest customer value index is a combination of attributes of high safety features, high engine capacity (cc), high fuel efficiency and an attractive appearance with the trade off of LCGC cars having high prices and low electronic devices, with Value drivers being high fuel efficiency.

Suggestions from this study for car manufacturers LCGC can make fuel efficiency the main focus in product development, where consumers want economical LCGC cars.

Keywords: Customer Value Index, Conjoint, Car LCGC