

ABSTRACT

Currently presence will be indispensable household assistant as changes increasingly complex life forms. The flurry will earn make most families can no longer share their time taking care of household chores. Looking household assistant as expected is not an easy task. From the results of a survey conducted by researchers is simple to service users household assistant, the result that they do not have the time to fix the homework, so choose to use the services of household assistant. However, not all household assistant who they choose as they expected and it's interesting and underlying researchers to conduct this research.

This study aims to understand the consumer profiles maid service users in Bandung using relief Empathy Map comprising See, Hear, Think & Feel, Say & Do, Pain and Gain.

This research is a quantitative research was descriptive. The population in this study is that consumers maid service user in the city of Bandung. The sample in this study of 100 people with purposive sampling technique. Data analysis technique used is descriptive analysis and structured interviews to support the answers of the respondents.

With the help of Empathy Map, the result of descriptive analysis sub variables See has an average interpretation score of 79.3% and in the high category. Sub Hear variable interpretation has an average score of 89% and in the category very high. Think & Feel sub-variables have the interpretation of scores on variable sub Hear 87.3% and categorized as very high. Sub variables Say & Do has an average score on the sub-variables interpretation Say & Do 69.8% and in the high category. Sub variable Pain has an average score on the sub-variables interpretation Pain 89.6% and in the category very high. Gain and sub-variables have an average score on the sub-variables interpretation Gain 82% and in the category very high. All of these things show that consumers maid service users wanted assistant households according to their expectations.

Keywords: Consumer Profile, Household Assistant, Empathy Map