MARKET SEGMENTATION ANALYSIS OF FROZEN SEAFOOD WITH FACTOR ANALYSIS AND CLUSTER ANALYSIS METHODS

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Abstract

Indonesia is a country that has a very wide area of the sea, even almost 82%. This country is a sea area, with coverage of such a large and broad, of course contains a diversity of marine Indonesian marine resource potential, both biological and non-biological that would provide exceptional value on natural resources such as fish, etc. It is very interesting to study because the results of the sea diditribusikan where and in what form. Therefore, the research conducted to develop a marketing strategy by way of market segmentation. Characteristics of respondents who are consumers of frozen seafood is the majority of women are housewives and high school graduates, who each day to meet the daily consumption needs with your own cooking medium because most expenses. And consumers are more likely to buy frozen food made from chicken / beef instead of processed sea. This segmentation through two stages, then factor analysis cluster. Of factor analysis formed three factors, namely, quality insurance, contents, and the taste and quality factors. And formed two target segments for marketing targets with different characteristics. more advisable to select consumers in segment 2 is to look at expenditures and the percentage of middle and upper frequency for consumer behavior is greater than segment 1.

Keywords : Frozen Food, Factor Analysis, Cluster Analysis, Market Segmentation