Abstract

Competition among motorcycle industry national tighter with increasing market share of motorcycles in 2012 is compared to the previous year. Entering the 2013 national motorcycle industry competition seen in matic motorcycle Fuel Injection products. In this intensive search will be described characteristics consumers motorcycles matic Fuel injection. The method used in this sampling is non-probability sampling technique, while the analysis with descriptive analysis, cluster analysis and facttor analysis. From the results of the matic motorcycles Fuel Injection consumers in the area of 200 East Surabaya as consumers of 86 percent or 172 as the primary users and 14 or 28 percent of consumers rather than as the primary users are categorized, the percentage of 7 percent as buyers, as a determinant of 4 percent and as users rarely 89 percent. that the gender proportion of respondents in this observasi relatively dominated by men as much as 61 percent or as much as 113 and as many as 67 or 39 percent of female respondents as the main user categories. While that is not the main users by 57 percent or as much as 16 male respondents and 43 percent or as much as 12 female respondents. Of this information can also be concluded that the initial users matic motor fuel Injecction not just any female consumers.

Keywords: Matic Motorcycle Fuel Injection, East Surabaya, Cluster Analysis, and Factor Analysis Method.