ABSTRACT

Automotive industry especially motorbike sector in Indonesia experiences fast growing in current years. This situation push finance companies to consider high the automotive market therefore induce to increase finance companies in automotive industry. This study has an aim to analyze the effective of competition strategy on finance company in motorbike sector related with competitive of finance company and customer need.

Case study in this research is ADIRA FINANCE, a finance company based on Surabaya. The method that we use in this research is fuzzy arithmetic method, entropy weight and fishbein model.

This research result in business strategy recommendation that can be used by ADIRA FINANCE to compete with other finance company. Business strategy that can be used by ADIRA FINANCE with consideration of superiority attribute is speed in application process. The attribute must be improved is discount subsidy for down payment and low rate or interest. And attribute that must be maintained is ease to complete prerequisite and flexibility of fine.

Keywords: leasing, competition, fuzzy arithmetic, entropy and fishbein model.