

ABSTRACT

Market Segmentation based on Demographic, Psychographic and ABC Model Attitude:

A Study Case about Ubud, Bali

By

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Tourism industry has been growing for this past decades. Travelling has become priority in spending habits. People start spending more on intangible than tangible products, and that includes travelling and dining out. Market segmentation is important to help marketers create effecting marketing programs that are tailored to potential market groups. In this study, market is being segmented based on demographic factors, psychographic factors and ABC model of attitude. Psychographic factors dividing market based on interest, activity and opinion. Demographic indicators that are used in this study are age, gender, education, occupation and marital status. Affective, behavior and cognitive are the indicators of attitude from ABC model of attitude.

This research is conducted to analyze market segmentation in Ubud, Bali based on demographic factors, psychographic factors and ABC model of attitudes, in hoping to understand the potential market of Ubud. Better portrayal of market groups that are interested in visiting Ubud can helps Ubud ministry of tourism and local business to allocate the resources towards engaging the potential market group effectively. A survey was conducted through clustered sampling method to gather data from as many individuals as possible to ensure the validity of the research's findings. This study aims to understand which indicators from each variable are the most influential towards visitation to Ubud.

Keyword: Market Segmentation, Demographic, Psychographic, ABC Attitude Model