ABSTRACT

Decision making done by financing corporation to solve the bad credit problem, conducted by confiscate the financed vehicle, then sell it through auction system. The truck unit have the most number of confiscate vehicle and the most frequent to be auctioned, when the auction frequency is high, the minimal price of vehicle will be lower.

The purpose of this research is to find the best alternative to be applied by Astra Credit Companies when analyzed using BATNA in open and close auction, and to know the price range and auction unit class condition that allows deal to be made if analyzed using ZOPA in open and close auction. The object of this research is Department National Remarketing Astra Credit Companies, the department that manage the confiscated vehicle in Astra Credit Companies.

Based on type of the study, this research is a descriptive qualitative research, with longitudinal observation. The data collection conducted through interview with the staff from Astra Credit Companies and auction participant, observation about auction process and analysis on auction report document. On this research the data validity test is using credibility test (triangulation) and transferability test.

The finding of this research is the open auction resulting in bigger selling rate compare with close auction result. However the biggest difference between minimal and maximal selling price occurs in close auction. The amount of minimal price depends on class condition and the auction frequency in each unit.

Recommendation that can be implemented base on this research is the company should give comprehensive information to auction participant and dealer partner, to increase participation rate of auction participant. Maximum payment is resulted from sales of ISUZU NKR71HDBAK KAYU (close auction) and NKR71 HDDUMPTRK (open auction).

Keyword: decision making, negotiation, auction, BATNA and ZOPA.