

ABSTRACT

The development of the motorcycle industry in Indonesia is one of rapid development in the automotive industry appears from the development of motorcycles that each year has increased significantly. Based on the terms of the public can know that Honda and Yamaha always compete. This can be seen in the sales figures in 2016 Honda sells as many as 655 734 units, while the Yamaha brand is able to sell as many as 267 100 units.

The purpose of this research is to know there are differences in product attributes and consumer responses to product attributes bike Yamaha and Honda.

The method used in this research is descriptive verification method, involving 100 consumers the Yamaha brand motorcycles and 100 consumer users of Honda motorcycles with sampling using non-probability sampling type of incidental sampling. The collected data is then processed using the method of comparative analysis.

From the results of this study concluded that Based on the results of different test by using the Mann-Whitney U-test scores Yamaha gained 77.1% while Honda gained a score of 75.4%. It shows the two brands in the category Good. It can be concluded that the differences in product attributes Yamaha and Honda are not too big but consumers are still many who prefer products from Yamaha brand compared to the Honda brand.

Keywords: Comparative Analysis, Product Attributes, Motorcycles