STUDI EKSPLORATORI TERHADAP SEGMENTASI SERTA ATRIBUT METROSEKSUAL TERHADAP JASA SALON
(Studi Kasus: Pria Metroseksual di Jakarta)

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ABSTRACT

A new segment so called Metrosexual is an emerging issue in the marketing's world today. They has been widespread appeared in most of big cities over the world. They are known as narcist guy, hedonic and mostly find themselves as a customer of beauty salon services. These males mostly found themselves in the following characters : they tend to have intensive treatment in fitness center, social butterfly, fashion-oriented. These phenomenon is a potential market for beauty salon service which provide several treatment to support their lifestyle. Based on the needs to explore some characters both in demographic also pshycographic segmentation, further to dig informations about beauty salon attributes toward metrosexual importance, a research using judgmental sampling method was conducted amongst 100 males respondents judged as metrosexual segment in Jakarta. This study aims to find out how the metrosexual behave in the term of a beauty salon services customer, to explore demographic and pshycographic segmentation and to know their priorities of this service's attributes. The result shows that there are 11 attributes affect decision of metrosexual segment in term of selecting beauty salon services. The demographic segmentation shows that majority of men aged 20-29 years old, unmarried, student and private sector employees were the biggest group amongst overall respondent, meanwhile, phsycographic segmentation were divided up into three groups, namely ; the happy active man, conventional, and trend follower.

Key Word : metrosexual, consumer behaviour, segmentation, attribute

PENDAHULUAN

Pemetaan terhadap strategi pemasaran merupakan tindak lanjut dari bagaimana perusahaan melakukan suatu analisa terhadap perilaku konsumennya. Setiap konsumen akan memiliki sikap dan perilaku yang berbeda pada berdasarkan segmentasi dari kelompok konsumen tersebut. Masing masing pengelompokan segmen tadi akan menstimulasi perusahaan untuk

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