

ABSTRACT

Market segmentation is the process of simplification of heterogeneous groups into homogeneous. Setting the right market segment helps the company to understand its customers' needs. The purpose of this study was to classify consumers on Laundry Cuci House in Denpasar based on demographic approach and behavior. Amid the proliferation of laundry in Bali, companies need to know the market segment to position its products. With market segmentation, can place a new branch in accordance with the needs of consumers at the outlet location and also provide services in accordance with the characteristics in the location of the outlet. The sample of this research is customer of Laundry Cuci House in South Denpasar and East Denpasar 16-49 years old. Sampling was done by purposive sampling method. Data collection was done by distributing questionnaires to 100 respondents using Cluster Analysis approach using K-means method.

The results of this study indicate there are three clusters that are formed. Segment 1 (Price Sensitivity Customer), Segment 2 (Value Customer), and Segment 3 (Quality Customer) where there are difference of benefit and attitude variable in each cluster

Keywords: Market Segmentation, Cluster Analysis, Laundry