

Persaingan antara Honda Jazz dan Toyota Yaris di produk mobil kategori *small MPV* menarik untuk diteliti *positioning* dari kedua jenis merek mobil tersebut terhadap merek mobil *small MPV* lainnya – Suzuki Swift dan Hyundai Getz. *Positioning* diteliti berdasarkan persepsi dari pemilik Honda Jazz, Toyota Yaris, Suzuki Swift dan Hyundai Getz sebagaimana pernah dilakukan dalam penelitian Wilkes (1977) pada pemilik mobil Mercedes Benz dan Ford Granada. Penelitian melibatkan 100 orang responden yang masing-masing mewakili pemilik dari mobil *small MPV*. Analisis MDS atau *Multidimensional Scaling* digunakan untuk melihat *positioning* dari keempat mobil *small MPV* menurut atribut kualitas produk, harga jual kembali, teknologi produk, efisiensi bahan bakar, bentuk dan fungsi produk, dan tingkat prestise. Hasil menunjukkan bahwa Honda Jazz sedikit lebih unggul dibanding Yaris pada kualitas produk, efisiensi bahan bakar, harga jual kembali, bentuk dan fungsi produk dan tingkat prestise. Untuk teknologi produk semua jenis merek mobil *small MPV* menunjukkan ada pada posisi yang sama, sedangkan secara keseluruhan seluruh mobil *small MPV* masih jauh dari ideal yang diharapkan pemilik.

Kata Kunci: *Multidimensional Scaling, Small MPV, Positioning*

## ABSTRACT

The competition between Honda Jazz and Toyota Yaris in car product, exactly in small MPV category, interesting to be studied the positioning of both car merk to another small MPV car – Suzuki Swift and Hyundai Getz. Positioning was studied base on owner perception of Honda Jazz, Toyota Yaris, Suzuki Swift, and Hyundai Getz as well as the study that have been done by Wilkes (1977) at Mercedes Benz and Ford Granada owner. This study include 100 responden who each representing the owner of small MPV. MDS or Multidimensional Scaling analysis was conduct to see the positioning from four small MPV car's according to their attributes like product quality, product technology, resell price, fuel efficiency, product shape and its function, and level of prestige. Result show Honda Jazz, little bit Yaris at product quality, fuel efficiency, resell price, product shape and its function, and level of prestige. For product technology all type small MPV car showing in quite level position, and from all aspects, all small MPV still far away from ideal depict that hoped by its owner.

**Key Words:** Multidimensional Scaling, Small MPV, Positioning