

ABSTRAK

NURATIKA. 2017. Analisis Of The Influence Of Marketing Strategies On Increasing Market share on pada PT. CIMB Niaga Auto finance. Majoring In Economics and Business Faculty Management. Universitas Muhammadiyah Makassar. Mentor I Dr.H. Abd Rahman Rahim. SE.,MM. Mentor II Nurlina.SE., MM

This studi aims to determine the effect of marketing strategy analysis on increasing the share of pase on PT. CIMB Niaga Auto Finance.

Population is the entire object in the observation to make the sampling. The population of this study are employees who served on the marketing = 20 people, part koleksi = 25 people, and part operational = 18 people on PT. CIMB Niaga Auto Finance all of which amount to as much 58 people. The technique of sampling respondents done by simple random sampling technique that means that every element of the population has the same chance of being a sample. This research uses quantitative methods of data collection methods that are used is by means pf observation, questionnaires, interviews and documentation. Tets data quality using validity and relianility tets. The method of analysis used is multiple regression analysis, t tets (partial test),

Based on research indicates that market segmentation research results = -0,179. This means that the implementation marketing strategy is less good and needs to be improved in order to give effect of increasing market share in the company PT. CIMB Niaga Auto Finance based on the result of t test calculation is t-count = 0,959 smaller than t table = 2,002. At the error level or $p > 0,005$. Target market research result = 0.364. this means the implementation of targeting marketing strategy is good and needs to be maintained in oeder to give effect to increase market share in the company PT. CIMB Niaga Auto Finance. Based on the result of t test that is t-table = 2.002 at 5% errorlevel ot $p < 0.05\%$. market position research result = 0.529. this means that the application of positioning marketing strategy is good and needs to be keep in order to influence the increaseb of market share in the company. PT CIMB Niaga Auto Finance based on the result og t-test calculation that is t-count $X_3 = 4.154$ bigger than t-table = 2.005. at a 5% error level or $p < 0.05$. this indicates that the fariable positioning has a significant effect on the market share. PT. CIMB Niaga Auto Finance.

keywords: market segmentation, target pasar, market position, increase in market share.