

## Pembentukan harga pada bisnis jual beli mobil bekas PT XYZ = Pricing for used car bisnis in PT XYZ / Nadhira Ayu Savitri

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### Abstrak

[<b>ABSTRAK</b><br>

Laporan ini membahas proses pembentukan harga pada bisnis baru PT. XYZ yaitu bisnis jual beli mobil bekas. Mobil bekas yang dibeli oleh PT. XYZ adalah semua merek mobil bekas yang ditukar-tambah oleh pelanggannya untuk membeli mobil baru merek X. Sedangkan mobil bekas yang dijual oleh jual beli mobil bekas PT. XYZ hanyalah mobil bekas merek X. Dalam proses serta cara pembentukan harganya, PT. XYZ menggunakan pendekatan pasar dan melakukan delapan langkah untuk membuat daftar harga yang disimulasikan pada mobil merek X model 1 dari tahun 2005 sampai dengan tahun 2014. Cara dan langkah pembentukan harga yang digunakan PT. XYZ tidak sepenuhnya sesuai dengan teori pembentukan harga namun perbedaan ini dianggap wajar karena jenis barang yang diperjual-belikan bersifat unik (mobil bekas) dan bisnis ini masih dalam perencanaan.

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<b>ABSTRACT</b><br>

This report discussess about pricing process for PT. XYZ's newly established used car business. This business include all used car from any brands bought by PT. XYZ from customer trade-in for new brand X cars. The used car sold by PT. XYZ used car business only includes second-hand brand X cars. In developing the pricing for this used car business, PT. XYZ used market-based pricing method. PT. XYZ went through eight steps in creating the price list simulated using brand X, model 1, within the period from 2005 to 2014. The results show the pricing practice do not completely adhere to the pricing theory. However, this finding is acceptable due to the nature of the seconf-hand product., This report discussess about pricing process for PT. XYZ's newly established used car business. This business include all used car from any brands bought by PT. XYZ from customer trade-in for new brand X cars. The used car sold by PT. XYZ used car business only includes second-hand brand X cars. In developing the pricing for this used car business, PT. XYZ used market-based pricing method. PT. XYZ went through eight steps in creating the price list simulated using brand X, model 1, within the period from 2005 to 2014. The results show the pricing practice do not completely adhere to the pricing theory. However, this finding is acceptable due to the nature of the seconf-hand product.]