

ABSTRAK**PERSEPSI KONSUMEN MENGENAI ATRIBUT JASA TRANSPORTASI
DITINJAU DARI JENIS KELAMIN, TINGKAT PENDAPATAN DAN
TINGKAT PENDIDIKAN**

(Studi Kasus Penumpang Bus Trans Jogja, Yogyakarta)

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2011

Penelitian ini bertujuan untuk mengetahui: (1) perbedaan persepsi konsumen mengenai atribut jasa transportasi ditinjau dari jenis kelamin; (2) perbedaan persepsi konsumen mengenai atribut jasa transportasi ditinjau dari tingkat pendapatan; (3) perbedaan persepsi konsumen mengenai atribut jasa transportasi ditinjau dari tingkat pendidikan.

Penelitian ini merupakan penelitian studi kasus pada penumpang Bus Trans Jogja. Populasi penelitian adalah seluruh penumpang Bus Trans Jogja, Yogyakarta. Sampel penelitian berjumlah 100 orang. Teknik pengambilan sampel yang digunakan adalah *accidental* dan *purposive sampling*. Teknik pengambilan data adalah wawancara, kuesioner dan dokumentasi. Teknik analisis data menggunakan uji t dan *one way anova* (uji F).

Hasil penelitian menunjukkan bahwa: (1) ada perbedaan persepsi konsumen mengenai atribut jasa transportasi ditinjau dari jenis kelamin (*asympt. Sig* sebesar $0,030 < 0,05$ dan *thitung* sebesar $2,201 > ttabel$ sebesar $1,988$); (2) ada perbedaan persepsi konsumen mengenai atribut jasa transportasi ditinjau dari tingkat pendapatan (*asympt. Sig* sebesar $0,000 < 0,05$ dan *Fhitung* sebesar $6,228 > Ftabel$ sebesar $2,476$); (3) ada perbedaan persepsi konsumen mengenai atribut jasa transportasi ditinjau dari tingkat pendidikan (*asympt. Sig* sebesar $0,021 < 0,05$ dan *Fhitung* sebesar $3,050 > Ftabel$ sebesar $2,476$).

ABSTRACT**THE PERCEPTION OF CUSTOMERS ON ATTRIBUTE OF
TRANSPORTATION SERVICE PERCEIVED FROM SEX, INCOME AND
EDUCATIONAL LEVEL**

(A Case Study of the passengers Trans Jogja Bus Yogyakarta)

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2011

This research intends to find out the different perception of customers on attribute of transportation service perceived from: (1) sex; (2) income; (3) educational level.

This research is a case study on the passengers of Trans Jogja Bus. The population of this research was entire passengers of Trans Jogja Bus, Yogyakarta. The samples of this research were 100 passengers. The techniques of sample collection were Accidental method and Purposive sampling. The techniques of data collection were interview, questionnaire, and documentation. The techniques of data analysis were t-test and One Way Anova (F-test).

The result of this research shows: (1) there is a different perception of customers on attribute of transportation service perceived from sex (asympt. Sig of $0,030 < \alpha = 0,05$ and t_{count} of $2,201 > t_{table}$ of $1,988$); (2) there is a different perception of customers on attribute of transportation service perceived from income (asympt. Sig of $0,000 < \alpha = 0,05$ and F_{count} of $6,228 > F_{table}$ of $2,476$); (3) there is a different perception of customers on attribute of transportation service perceived from educational level (asympt. Sig of $0,021 < \alpha = 0,05$ and F_{count} of $3,050 > F_{table}$ of $2,476$).