

ABSTRAK

ANALISIS PERBEDAAN CITRA MEREK HONDA BAGI KONSUMEN DITINJAU DARI TINGKAT PENDIDIKAN, JENIS KELAMIN DAN TINGKAT PENDAPATAN

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Penelitian ini bertujuan untuk mengetahui profil konsumen motor Honda dan tanggapan konsumen terhadap citra merek Honda di Kabupaten Bantul ditinjau dari tingkat pendidikan, jenis kelamin dan tingkat pendapatan.

Data diperoleh melalui penyebaran kuesioner kepada 100 orang responden. Profil konsumen dianalisis dengan menggunakan analisis deskriptif atas profil konsumen, sedangkan untuk menguji hipotesis tentang tanggapan konsumen terhadap citra merek Honda ditinjau dari tingkat pendidikan, jenis kelamin dan tingkat pendapatan digunakan analisis *Chi-Square*.

Hasil penelitian menunjukkan bahwa ada perbedaan signifikan dalam tanggapan konsumen terhadap citra merek Honda ditinjau dari masing-masing variabel yaitu tingkat pendidikan, jenis kelamin, dan tingkat pendapatan.

ABSTRACT

AN ANALYSIS ON THE DEFFERENCE OF CONSUMERS' PERCEPTION OF HONDA BRAND IMAGE BASED ON CONSUMERS' EDUCATIONAL LEVEL, GENDER AND INCOME LEVEL

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This research aimed at knowing profiles of consumers' of Honda motorcycle and their perceptions on the brand image of Honda based on their educational level, gender level and income level.

The data were gathered by distributing questionnaires to 100 respondents, sampled from Honda users in Bantul. The customer profiles were analyzed using percentage analysis. The hypothesis on the difference of the customers' perceptions of the brand image of Honda based on their educational level, gender and income level, was tested using Chi- Square technique.

The results showed that there were significant differences on the customers' perceptions on the brand image of Honda based on each of the variables of educational level, gender and income level.