

## ABSTRAK

### ANALISIS SIKAP KONSUMEN TERHADAP ATRIBUT DAN JASA PELAYANAN PRODUK KARTU PRABAYAR MEREK MENTARI, SIMPATI, IM3 DAN PRO XL

Studi Kasus Pada Kecamatan Depok, Sleman, Yogyakarta

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Penelitian ini bertujuan mengetahui sikap konsumen terhadap atribut dan jasa pelayanan pada kartu prabayar merek Mentari, Simpati, IM3 dan Pro XL.

Penelitian dilakukan di Kecamatan Depok, Sleman, Yogyakarta, pada bulan November 2005. Pengambilan sampel dilakukan dengan menggunakan metode *purposive convenience sampling* serta banyaknya responden ditentukan dengan cara *Quota sampling* yaitu sebanyak 120 responden. Teknik pengumpulan data yang digunakan adalah kuisisioner dan wawancara. Teknik analisis data yang digunakan adalah Analisis Persentase, Analisis Urutan Kepentingan, Analisis *Multiattribute Attitude Model* (MAM).

Hasil penelitian dan analisis menunjukkan bahwa atribut dan jasa pelayanan yang menjadi prioritas utama konsumen dalam memilih kartu prabayar adalah kemampuan penerimaan sinyal. Sedangkan, hasil penelitian dan analisis *Multiattribute Attitude Model* (MAM) menunjukkan bahwa sikap konsumen terhadap atribut dan jasa pelayanan pada kartu prabayar merek Mentari, Simpati, IM3 adalah baik dan sikap konsumen terhadap atribut dan jasa pelayanan kartu prabayar merek Pro XL adalah sangat baik.

## **ABSTRACT**

### **ANALYSIS OF CONSUMER ATTITUDE TOWARDS PRODUCT ATTRIBUTE AND SERVICE OF PREPAID MENTARI, SIMPATI, IM3 AND PRO XL CARDS**

**Case Study in Depok Subdistric, Sleman, Yogyakarta**

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This study aims to find out consumer attitude towards the attribute and service of prepaid Mentari, Simpati, IM3 and Pro XL cards.

The study was conducted in Depok subdistric, Sleman, Yogyakarta in November 2005. Sampling was done using purposive convenience sampling method and the number of respondents was determined with quota sampling as many as, 120 respondents. Questionnaire and interview was used as data collection technique. Data analysis technique used was Percentage Analysis, Interest Rangking Analysis, Multiattribute Attitude Model (MAM) Analysis.

The results of study and analysis show ed that the attribute and service which were the primary priority of the consumers in choosing prepaid card chips was the potentiality of signal reception. While the results of the study and analysis of Multiattribute Attitude Model (MAM) show ed that consumer attitude towards the attribute and service of prepaid Mentari, Simpati and IM3 cards were good and consumer attitude towards the attribute and service of prepaid Pro XL card were very good.