

## ABSTRAK

### ANALISIS PERBEDAAN TANGGAPAN KONSUMEN TERHADAP AIR MINUM ISI ULANG

(Studi Kasus pada Perusahaan Hi Fresh #3#, Tirta Alami, dan Sari Tirta Panguripan)

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Penelitian ini bertujuan untuk mengetahui (1) profil konsumen air minum isi ulang, dan (2) mengetahui apakah ada perbedaan tanggapan konsumen terhadap air minum isi ulang pada Perusahaan, Hi Fresh #3#, Tirta Alami, dan Sari Tirta Panguripan. Penelitian ini dilakukan pada bulan Januari dan Februari.

Sampel yang digunakan sebanyak 100 responden. Teknik pengambilan sampel menggunakan teknik penentuan sampel secara proposional. Pengumpulan data menggunakan kuesioner, observasi dan dokumentasi. Analisis data dilakukan dengan analisis persentase untuk mengetahui profil konsumen dan analisis variance (F test) untuk mengetahui perbedaan tanggapan konsumen.

Hasil penelitian yang diperoleh: (1) Profil konsumen air minum isi ulang baik secara keseluruhan maupun per perusahaan memperlihatkan mayoritas berjenis kelamin pria, berusia antara 21-30 tahun, merupakan lulusan SLTA masih berstatus mahasiswa, dan mempunyai pendapatan atau uang saku antara Rp. 301.000- Rp. 400.000,-. (2) Untuk keseluruhan atribut memperlihatkan  $F_{hitung} = 0,488$ ,  $F_{tabel} = 3,090$  berarti  $F_{hitung} < F_{tabel}$ , sehingga  $H_0$  diterima, berarti tidak ada perbedaan tanggapan konsumen terhadap air minum isi ulang. (3) Untuk masing-masing atribut: Atribut lokasi  $F_{hitung} = 0,302$ ;  $F_{tabel} = 3,090$  berarti  $F_{hitung} < F_{tabel}$ , sehingga  $H_0$  diterima, dengan demikian tidak ada perbedaan tanggapan konsumen terhadap lokasi perusahaan air minum isi ulang. Atribut pelayanan.  $F_{hitung} = 0,419$ ,  $F_{tabel} = 3,090$  berarti  $F_{hitung} < F_{tabel}$ , sehingga  $H_0$  diterima, dengan demikian tidak ada perbedaan tanggapan konsumen terhadap atribut pelayanan masing-masing perusahaan air minum isi ulang. Atribut kualitas.  $F_{hitung} = 1,393$ ,  $F_{tabel} = 3,090$  berarti  $F_{hitung} < F_{tabel}$ , yang berarti tidak ada perbedaan signifikan dalam hal tanggapan konsumen atas atribut kualitas air minum isi ulang antara ketiga perusahaan air minum isi ulang. Semua dinilai memiliki kualitas yang baik. Atribut promosi  $F_{hitung} = 1,441$ ,  $F_{tabel} = 3,090$  berarti  $F_{hitung} < F_{tabel}$ , yang berarti tidak ada perbedaan signifikan dalam hal tanggapan konsumen atas atribut promosi antara ketiga perusahaan air minum isi ulang.

## ABSTRACT

### ANALYSIS ON CONSUMERS' DIFFERENT RESPONSES TO REFILL FRESH WATER

(A Case Study at Hi Fresh #3#, Tirta Alami, and Sari Tirta Panguripan  
Companies)

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The aims of are (1) to find out the profile of the consumers of the refill fresh water, and (2) to determine whether there is difference in the consumers' responses to the refill fresh water at Hi Fresh #3#, Tirta Alami, and Sari Tirta Panguripan companies. This study was conducted from January to February 2004.

The sample size was 100 respondent. The sampling technique use was proportional sampling method. The data collection techniques used was questionnaire, observation, and documentation. The data were analyzed with the percentage analysis to discover the profile of the consumers and the variance analysis (F Test) was used to find out the difference of the consumers' responses.

The findings revealed that (1) the profile of the consumers of the refill fresh water both in general and per company demonstrated that majority of them were males, between 21-30 yaers old, SLTA graduates, students of unifersities, and had income or allowance between Rp.301,000-Rp.400,000; (2) the entire attributes showed  $F_{cont} = 0.488$ ,  $F_{tabel} = 3.090$ , which meant  $F_{cont} < F_{tabel}$ . So  $H_0$  was accepted just meant no difference was found in the consumers' responses to the refill fresh water; (3) for each attribute : Location attribute,  $F_{cont} = 0.302$ ,  $F_{tabel} = 3.090$ , which meant  $F_{cont} < F_{tabel}$ , so  $H_0$  was accepted just meant no difference was found in the consumer' responses to the location of the three fresh water companies. Service attribute,  $F_{cont} = 0.419$ ,  $F_{tabel} = 3.090$ , or  $F_{cont} < F_{tabel}$ . Thus  $H_0$  was accepted just meant no difference was found in the consumers' responses to the service attribute of each of the refill fresh water companies. For Quality attribute,  $F_{cont} = 1.393$ ,  $F_{tabel} = 3.090$ , which or  $F_{cont} < F_{tabel}$ . Just meant no significant difference was found in the consumers' responses to the quality of the refill fresh water companies . All the three companies were considered to have good qualities. For promotion attribute,  $F_{cont} = 1.441$ ,  $F_{tabel} = 3.090$ , which or  $F_{cont} < F_{tabel}$ . Just meant no significant difference was found related to the consumers' responses to the promotion attribute of the refill fresh water companies.