

ABSTRAK

ANALISIS TANGGAPAN KONSUMEN TERHADAP ATRIBUT JASA WARNET

Studi Kasus Pada Warung Internet 'Aman', Warung Internet 'Joker',
dan Warung Internet 'Polaris'

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Tujuan penelitian ini adalah untuk mengetahui tanggapan konsumen terhadap atribut jasa pada 3 warnet.

Metode pengumpulan data yang digunakan adalah wawancara, kuisisioner, dan dokumentasi. Sampel dalam penelitian ini berjumlah 100 responden yang disebarakan di warnet 'Aman', warnet 'Joker', dan warnet 'Polaris'. Teknik pengambilan sampel menggunakan teknik *accidental sampling*, sedangkan teknik analisis yang digunakan adalah analisis Persentase, analisis Prioritas Kepentingan, analisis *Multiattribute Attitude Model*, dan analisis *Varians* (Pengujian Lebih dari 2 Rata-Rata).

Hasil penelitian menunjukkan bahwa tanggapan konsumen terhadap atribut jasa pada 3 warnet sangat baik. Secara statistik, dapat diketahui bahwa tidak ada perbedaan tanggapan konsumen terhadap atribut jasa di ketiga warnet.

ABSTRACT

CONSUMER RESPONSE ANALYSIS TO WARNET SERVICES ATTRIBUTES

A Case Study at 'Aman' Internet Café, 'Joker' Internet Café,
and 'Polaris' Internet Café

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The aim of this research was to identify consumer responses towards three warnet service attributes.

The data collection techniques were interview, questioner, and documentation. The sample size were 100, distributed in 'Aman' Internet Café, 'Joker' Internet Café, and 'Polaris' Internet Café. The sampling technique was accidental sampling, and the analysis techniques were Percentage Analysis, Interest Priority Analysis, Multiattribute Attitude Model Analysis, and Variance Analysis.

The research showed that consumer responses towards the three warnet service attributes were very good. Statistically, it was found that there were no satisfaction differences in the consumer response toward the three warnet service attribute.