

## ABSTRAK

### **ANALISIS POSITIONING PRODUK PONSEL(NOKIA, SIEMENS, SONY ERICSSON, SAMSUNG, DAN MOTOROLA) BERDASARKAN PERSEPSI KONSUMEN PADA ATRIBUT Studi Kasus Pada Mahasiswa Aktif FE Universitas Sanata Dharma Yogyakarta**

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Penelitian ini bertujuan untuk mengetahui *positioning* produk ponsel merek Nokia, Siemens, Sony Ericsson, Samsung, dan Motorola terhadap persepsi konsumen pada atribut yang meliputi: fitur, harga, model, jaringan distribusi, kekuatan sinyal dan iklan atau promosi.

Penelitian ini dilakukan dengan menyebarkan kuesioner kepada 96 responden dengan menggunakan metode *purposive sampling*. Teknik pengumpulan data yang digunakan adalah kuesioner, sedangkan untuk mengukur hasil dari atribut ponsel digunakan uji validitas dan reliabilitas. Metode analisis yang digunakan adalah: 1) Analisis Deskriptif adalah mendeskriptifkan karakteristik responden serta jawaban responden; 2) Analisis Kuantitatif adalah cara mengolah data dengan Analisis Faktor atau *Factor Analysis* dan *Multi Dimensional Scalling* (MDS).

Berdasarkan hasil analisis data dengan menggunakan bantuan komputer program SPSS 11.00 *for Windows*, dapat diketahui bahwa: 1) Ponsel merek Nokia dan Siemens yang memiliki faktor harga dan iklan, faktor kualitas dan model yang baik, dibanding ponsel merek Samsung, Motorola, dan Sony Ericsson; 2) Persepsi konsumen terhadap atribut-atribut ponsel yang memiliki rata-rata skor persepsi yang meliputi: Iklan/Promosi memiliki skor persepsi sebesar 4.20, artinya atribut tersebut berperan sangat penting untuk kebutuhan konsumen terhadap pemilihan merek hand phone; Jaringan Distribusi memiliki skor persepsi sebesar 4.03, artinya atribut tersebut berperan sangat penting untuk kebutuhan konsumen terhadap pemilihan merek hand phone; Harga memiliki skor persepsi sebesar 3.97, artinya atribut tersebut berperan penting untuk kebutuhan konsumen terhadap pemilihan merek hand phone; Kekuatan sinyal memiliki skor persepsi sebesar 3.72, artinya atribut tersebut berperan sangat penting untuk kebutuhan konsumen terhadap pemilihan merek hand phone; Fitur memiliki skor persepsi sebesar 3.58, artinya

atribut tersebut berperan penting untuk kebutuhan konsumen terhadap pemilihan merek hand phone; dan Model memiliki skor persepsi sebesar 3.30, artinya atribut yang berperan cukup penting untuk kebutuhan konsumen terhadap pemilihan merek hand phone.

## ABSTRACT

### **THE POSITIONING ANALYSIS OF HAND PHONE PRODUCTS (NOKIA, SIEMENS, SONY ERICSSON, SAMSUNG, AND MOTOROLA) BASED ON THE PERCEPTION OF CONSUMERS TOWARD THE ATTRIBUTES**

**The Case Study on Active Students of Economy Faculty of Sanata Dharma  
University at Yogyakarta**

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The aim of this research is to know the positioning of the hand phone products such as Nokia, Siemens, Sony Ericsson, Samsung, and Motorola based on the perception of the consumers toward the attributes such as figure, price, model, distribution web, signal power, and advertisement or promotion.

This research is accomplished by distributing the questionnaires to 96 respondents using the method of *purposive sampling*. The technique used in data gathering is the questionnaire, whereas the validity and reliability are used for measuring the result of the attributes of the hand phone. The analysis methods are: 1) Descriptive Analysis is describing the respondents' characteristic and also the respondents' answers, 2) Quantitative Analysis is the method of data manufacturing by *Factor Analysis* and *Multi Dimensional Scaling* (MDS).

Based on the result of the data analysis by using the computer program assistance SPSS 11.00 for *windows*, we can conclude that: 1) Nokia and Siemens have better on price and advertisement factor, and also quality and model factor, compared on Samsung, Motorola, and Sony Ericsson; 2) The consumers' perception toward the attributes of hand phone which has average score of perception involves: advertisement or promotion has perception score as much as 4.20 - it means that this attribute has an important part for the consumers' need toward the choice of hand phone brand; distribution web has perception score as much as 4.03 - it means that this attribute as an important part for the consumers' need toward the choice of hand phone brand; price has perception score as much as 3.97 - it means that this attribute has an important part for the consumers' need toward the choice of hand phone brand; the signal power has perception score as

much as 3.72 - it means that this attribute has an important part for the consumers' need toward the choice of hand phone brand; figure has perception score as much as 3.58 - it means that this attribute has an important part for the consumers' need toward the choice of hand phone brand; and model has perception score as much as 3.30 - it means that this attribute has an enough important for the consumers' need toward the choice of hand phone brand.