

Abstrak

ANALISIS PERSEPSI KONSUMEN TERHADAP LAYANAN PURNA JUAL SEPEDA MOTOR SKUTER MATIK Studi Kasus pada Yamaha Kencana Indonesia dan Kymco Lippo Motor Indonesia Di Yogyakarta

**Sebastianus Iman Pudyatmo
Universitas Sanata Dharma
Yogyakarta
2005**

Tujuan penelitian ini adalah untuk mengetahui (1) Persepsi konsumen terhadap layanan purna jual merk Yamaha dan merk Kymco, (2) Persepsi konsumen terhadap layanan purna jual Yamaha Nouvo, Yamaha Mio, Kymco Trend, Kymco Metica, dan Kymco Easy, dan (3) Perbedaan persepsi konsumen sepeda motor skuter matik Yamaha Nouvo, Yamaha Mio, Kymco Trend, Kymco Metica, dan Kymco Easy.

Teknik pengumpulan data dilakukan dengan menggunakan kuisioner yang disebarakan kepada 100 responden dari konsumen sepeda motor skuter matik Yamaha dan Kymco yang dapat ditemui penulis dan menggunakan teknik uniform sampling. Persepsi konsumen terhadap pelayanan purna jual Yamaha dan Kymco dapat diketahui melalui *format tipe likert* sedangkan perbedaan persepsi konsumen Yamaha Nouvo, Yamaha Mio, Kymco Trend, Kymco Metica, dan Kymco Easy diketahui dengan menggunakan uji statistik Chi Square (X^2).

Hasil dari penelitian ini adalah (1) Persepsi konsumen terhadap layanan purna jual merk Yamaha dan merk Kymco secara keseluruhan baik, (2) Persepsi konsumen terhadap layanan purna jual Yamaha Nouvo, Yamaha Mio, Kymco Trend, Kymco Metica, dan Kymco Easy secara keseluruhan baik, dan (3) Tidak ada perbedaan persepsi konsumen terhadap layanan purna jual Yamaha Nouvo, Yamaha Mio, Kymco Trend, Kymco Metica, dan Kymco Easy.

ABSTRACT

AN ANALYSIS ON CUSTOMER'S PERCEPTION OVER THE AFTER SALES SERVICES MOTORBIKE SCOOTER OF MATIK A Case Study At Yamaha Kencana Motor Indonesia and Kymco Lippo Motor Indonesia At Yogyakarta

**Sebastianus Iman Pudyatmo
Sanata Dharma University
Yogyakarta 2005**

The research aimed to identify (1) customer perception on the after sales services of Yamaha and Kymco, (2) customer perception on the after sales services Yamaha Nouvo, Yamaha Mio, Kymco Trend, Kymco Metica, and Kymco Easy, and (3) the differences of customer perception of motorbike scooter of Yamaha Nouvo, Yamaha Mio, Kymco Trend, Kymco Metica, and Kymco Easy.

The data collection was conducted by distributing questionnaires to 100 respondents who owned motorbike scooter of Yamaha and Kymco. Customer perception over the after sales services Yamaha and Kymco was obtained using Likert form, whereas difference of customer perception was derived using Chi Square (X^2) method.

The result of this research were (1) customer perception on the after sales services of Yamaha and Kymco was good with perception weight equal to 2758, (2) customer perception on the after sales services of Yamaha Nouvo, Yamaha Mio, Kymco Trend, Kymco Metica, and Kymco Easy was good with weight perception of Yamaha Nouvo equal to 538, Yamaha Mio equal to 512, Kymco Trend equal to 570, Kymco Metica equal to 571, and Kymco equal to 538, and (3) there was no difference of customer perception on the after sales services Yamaha Nouvo, Yamaha Mio, Kymco Trend, Kymco Metica, and Kymco Easy.