ABSTRAK

ANALISIS SIKAP KONSUMEN TERHADAP
LAYANAN JASA INTERNET
Studi Kasus pada Warnet Circle Friends di Kota Yogyakarta

Stephanus Lulu Agusfina
012214095
UNIVERSITAS SANATA DHARMA
YOGYAKARTA
2005

Penelitian ini bertujuan untuk (1) mengetahui karakteristik konsumen Warnet Circle Friends, (2) mengetahui urutan prioritas kepentingan konsumen terhadap atribut pelayanan, produk, tempat, harga, dan fasilitas pendukung serta (3) mengetahui sikap konsumen terhadap Warnet Circle Friends.

Teknik pengumpulan data yang digunakan adalah observasi, wawancara, kuesioner, dan dokumentasi. Sedangkan teknik analisis data yang dipergunakan ialah analisis persentase, analisis prioritas kepentingan, serta analisis *Multiattribute Attitude Model* (MAM).

Dari analisis data yang dilakukan, diketahui bahwa (1) 77,3% konsumen yang mengunjungi Warnet Circle Friends adalah pria, berusia 17-21 tahun, pendidikan terakhir SMU dan memiliki penghasilan/uang saku <Rp. 300.000, (2) urutan prioritas kepentingan konsumen adalah variabel produk sebagai prioritas terpenting serta dilanjutkan atribut pelayanan, tempat, harga, dan fasilitas pendukung, (3) sikap konsumen terhadap atribut pelayanan, tempat dan fasilitas pendukung adalah positif, sedangkan terhadap atributl produk dan harga adalah ragu-ragu, tetapi secara keseluruhan dapat disimpulkan bahwa sikap konsumen terhadap kelima atribut pada Warnet Circle Friends adalah positif.

ABSTRACT

ANALYSIS OF THE CUSTOMERS' ATTITUDE TOWARD INTERNET SERVICES
A Case Study at Warnet Circle Friends in Yogyakarta

Stephanus Lulu Agusfina
012214095
SANATA DHARMA UNIVERSITY
YOGYAKARTA
2006

This research was aimed to identity (1) characteristics of the customers visiting Warnet Circle Friends, (2) the customers' priorities concerning to the attributes of service, product, place, price, and other supporting facilities, and (3) the customers' attitude toward the Warnet Circle Friends.

The data collection techniques used were observation, interview, questionnaire, and documentation, while the data analysis techniques used were analysis of persentage, analysis of priority, and anlysis of Multiattribute Attitude Model (MAM).

The data analysis results indicated (1) 77,3% customers visited Warnet Circle Friends were male, 17-21 years old with educational level of Senior High School and having income less than Rp 300.000,-. (2) The Highest priority was variable of product, followed by attributes of service, place, price and supporting facilities. (3) The customers' attitudes toward the attributes of service, place and supporting facilities were positive, while, their attitudes toward the attributes of product and price were uncertain. However, it could be concluded the entirely, the customers' attitudes toward the five attributes of Warnet Circle Friends were positive.