

ABSTRAK
ANALISIS SIKAP KONSUMEN TERHADAP ATRIBUT-ATRIBUT PADA 3
(TIGA) SIM CARD PRABAYAR : MENTARI, PRO XL, DAN FREN
MOBILE-8

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Penelitian ini bertujuan untuk mengetahui sikap konsumen terhadap atribut-atribut pada 3 (*tiga*) SIM card prabayar : Mentari, Pro XL, dan Fren. Jenis penelitian ini adalah studi kasus dan jumlah sampel yang diambil sebanyak 60 responden dengan menggunakan teknik *Purposive Sampling*. Teknik analisis yang digunakan adalah 1) Analisis profil responden (demografi dan perilaku pembelian sebagai informasi deskriptif). 2) Analisis urutan kepentingan 3) Analisa *Multiattribute Attitude Model* (MAM).

Atribut-attribute dalam penelitian ini antara lain: zona jangkauan atau jaringan SIM card, harga SIM card perdana, isi ulang (*Voucher reload*), fitur-fitur atau fasilitas yang dimiliki, masa aktif dan masa tenggang, tarif yang dikenakan, tarif *roaming* nasional, bonus atau hadiah yang diberikan, kemampuan kartu terhadap segala merek *handphone*, dan kemampuan dalam penerimaan frekuensi sinyal yang kuat. Maka dari hasil analisis MAM, dapat disimpulkan bahwa sikap konsumen terhadap atribut-atribut pada 3 (*tiga*) SIM card prabayar: Mentari, Pro XL, dan Fren adalah sangat baik atau positif. Nilai sikap konsumen terhadap atribut-atribut pada SIM card prabayar: merk Mentari sebesar 47, merk Pro XL sebesar 64, merk Fren sebesar 33.

ABSTRACT
THE ANALYSIS OF THE CONSUMER'S ATTITUDES TOWARD
ATTRIBUTES OF THREE PREPAID *SIM CARDS* OF MENTARI, PRO XL,
AND *FREN MOBILE-8*.

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The aim of this research was to find out consumer's attitudes toward the attributes on three prepaid *SIM cards* : Mentari, Pro XL, and *Fren*. The type of the research was a case study where 60 respondents were taken as samples by using *Purposive Sampling* technique. The data analysis techniques were 1) Respondent's Profile Analysis (demographics and purchasing behavior as descriptive information), 2) Interest Priority Analysis, 3) *Multiattribute Attitude Model* (MAM) Analysis.

The attributes studied in this research were the *SIM Card's* networking zone / signal, starter pack price, voucher reload, features or facilities, active and grace periods, call tariff, free national roaming tariff, promotions, compatibility to kinds of handphone brands, and strong frequency signal. The results of the *Multiattribute Attitude Model* (MAM) analysis showed that the consumer's attitudes toward attributes of the three prepaid *SIM cards* (Mentari, Pro XL, and *Fren*) were very good (positive). Finally, the value of the consumer's attitudes toward the attributes of those prepaid *SIM cards* were : 47 for Mentari, 64 for Pro XL, and 33 for *Fren*.