

## **ABSTRAK**

### **ANALISIS PEMBENTUKAN SIKAP KONSUMEN BERDASARKAN HARGA, FASILITAS, KELENGKAPAN BARANG, KENYAMANAN, KEAMANAN, PELAYANAN, DAN PERAN KELOMPOK REFERENSI**

Studi kasus pada Pengunjung Jogjatronik

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Penelitian ini bertujuan untuk mengetahui pengaruh kebijakan harga, fasilitas, kelengkapan barang, kenyamanan, keamanan, pelayanan, dan peran kelompok referensi dalam pembentukan sikap konsumen baik secara parsial maupun simultan. Penelitian dilakukan di Jogjatronik Mall Jl. Brigjen Katamso 75-77, Gondomanan, Yogyakarta.

Pengambilan sampel sebanyak 100 orang responden. Teknik sampel yang digunakan adalah *convenience sampling*. Teknik analisis data menggunakan analisis regresi linear berganda. Hasil penelitian ini menunjukkan bahwa kebijakan harga, fasilitas, kelengkapan barang, kenyamanan, keamanan, pelayanan, dan peran kelompok referensi secara parsial dan simultan mendukung pembentukan sikap konsumen di Jogjatronik.

## **ABSTRACT**

### **A STUDY ON CONSUMER ATTITUDE ANALYSIS BASED ON PRICING POLICY, FACILITIES, COMPLETENESS OF ARTICLES, COMFORT, SECURITY, SERVICE AND REFERENCE GROUP'S ROLE**

A Case Study at Jogjatronik Visitors

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The purpose of this research was to know the partial and simultaneous influence of pricing policy, facilities, completeness of articles, comfort, security, service, and reference group's role supporting the formation of consumer attitude. The research was conducted at Jogjatronik Mall, Brigjen Katamso Nr. 75-77, Gondomanan, Yogyakarta.

One hundred visitors of Jogjatronik Mall were chosen as respondents. The sample was taken using convenience sampling. The data analysis used was Multilinear Regression Analysis. The results showed that pricing policy, facilities, completeness of articles, comfort, security, service, and reference group's role partially and simultaneously supported the formation of consumer attitude at Jogjatronik.