

## ABSTRAK

### ANALISIS ASOSIASI MEREK TEH TONG TJI

**Studi Kasus : Konsumen Teh Tong Tji (Perusahaan Dua Burung)  
di *Food Court*, Solo Grand Mall**

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Tujuan dari penelitian ini adalah untuk : 1). Mengetahui karakteristik konsumen Teh Tong Tji; 2). Mengidentifikasi manakah diantara variabel kebersihan counter, rasa, varian rasa, keterkenalan merek, harga, kebersihan teh, volume teh, pelayanan, manfaat kesehatan, kestrategisan letak counter, kemenarikan kemasan, kemenarikan iklan, kecocokan untuk bersantai, dan kecocokan sebagai teman makan yang merupakan asosiasi produk Teh Tong Tji.

Penelitian ini dilakukan dengan melakukan studi kasus pada konsumen Teh Tong Tji (Perusahaan Dua Burung) di *Food Court*, Solo Grand Mall. Teknik pengumpulan data dilakukan dengan cara menyebarkan kuesioner kepada sebagian konsumen Teh Tong Tji di *Food Court*, Solo Grand Mall. Populasi penelitian ini adalah seluruh konsumen Teh Tong Tji yang pernah membeli Teh Tong Tji lebih dari satu kali di *Food Court*, Solo Grand Mall. Sampel yang diteliti sebanyak 135 responden. Teknik sampling yang digunakan adalah teknik sampling kebetulan. Uji Validitas menggunakan teknik Korelasi *Pearson's Product Moment* dan Uji Reliabilitas menggunakan rumus *Cronbach's Alpha*. Teknik analisis data yang digunakan dalam penelitian ini adalah Uji Cochran.

Berdasarkan hasil analisis data dapat diketahui bahwa : 1). Konsumen Teh Tong Tji lebih banyak laki-laki daripada wanita, usia konsumen terbanyak adalah 18-22 tahun, pekerjaan konsumen terbanyak adalah pelajar/mahasiswa, pendapatan konsumen terbanyak adalah lebih kecil dari Rp 500.000, kebanyakan konsumen menyatakan teh adalah minuman favorit mereka, responden yang menyatakan tidak selalu membeli teh saat berkunjung ke Solo Grand mall lebih banyak daripada yang menyatakan selalu membeli teh, dan Responden yang menjadi penggemar Teh Tong Tji lebih banyak daripada yang menyatakan bukan penggemar; 2). Asosiasi merek Teh Tong Tji adalah counter Teh Tong Tji tampak bersih dan harga Teh Tong Tji murah.

**Kata kunci** : karakteristik konsumen dan asosiasi merek.

## **ABSTRACT**

### **Analysis of Brand Association Of Tong Tji Tea**

**Case Study : Consumer of Tong Tji Tea ( Dua Burung Company)  
at Food Court, Solo Grand Mall**

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The research aimed to : 1). Identity the characteristic of Tong Tji Tea consumer; 2). Identify which variables; cleanliness of counter, taste, taste variants, the brand popularity, price, cleanliness of tea, tea volume, service, healthy function, strategic location of counter, interesting packaging, interesting advertisement, compatibility for relaxing, compatibility for eating.

The research was done by doing a study case to the Tong Tji Tea consumer (Dua Burung Company) at Food Court, Solo Grand Mall. Technique of collecting data was done by distributing questioner to the Tong Tji Tea consumer in Food Court, Solo Grand Mall. The population of the research were all consumer of Tong Tji Tea who have ever bought Tong Tji Tea more than once at Food Court, Solo Grand Mall. The sample were 135 respondents. Technique of sampling used is a coincidentally sampling technique. Validity test used was correlation technique of Pearson's Product Moment and Reliability test used was Cronbach's Alpha Formula. Technique of analyzing data used was Cochran's Test.

The results of the research were : 1). Tong Tji Tea Consumer most of them were men, the age of most consumers were 18-22 years old, most of the consumers were students/university students, most of the consumer's salary were less than 500.000 Rp, the amount of the respondents who state that they don't buy tea when they go shopping to Solo Grand Mall were more than those who state always buy tea, and the respondents who state as the fan of Tong Tji Tea were more than those who don't state as the fan of Tong Tji Tea; 2). Brand Associations of Tong Tji Tea were the counter of Tong Tji Tea which looks clean and the price of Tong Tji Tea was cheap.

**Keyword: Characteristic of Consumers and Brand Association**