

ABSTRAK
ANALISIS PERSEPSI *MARKETING MIX*
DARI PENGGUNA BERBAGAI MEREK SEPATU SEPAKBOLA
Studi Kasus : Pemain Sepakbola Anggota Klub Sepakbola di Kelurahan Sinduadi
yang Terdaftar Resmi di Kompetisi Pengcap PSSI Kabupaten Sleman

Ari Dwijayanto
042214145

PROGRAM STUDI MANAJEMEN JURUSAN MANAJEMEN
FAKULTAS EKONOMI
UNIVERSITAS SANATA DHARMA
2009

Penelitian ini bertujuan untuk mengetahui apakah terdapat perbedaan persepsi terhadap *Marketing Mix* dari pengguna berbagai merek sepatu sepakbola ditinjau dari usia, jenis pekerjaan, pendapatan pelanggan tiap bulan. Populasi dalam penelitian ini adalah pemain sepakbola anggota klub sepakbola di Kelurahan Sinduadi yang terdaftar resmi di kompetisi Pengcap PSSI Kabupaten Sleman. Penelitian ini dilakukan dengan menyebarkan kuesioner kepada 83 responden dengan teknik pengambilan sampel *quota sampling*. Untuk pengujian instrumen dilakukan uji validitas dan reliabilitas, dan data yang diperoleh dari kuesioner diuji dengan menggunakan Anova *Oneway*. Hasil menunjukkan persepsi terhadap *Marketing Mix* dari berbagai merek sepatu sepakbola ditinjau dari usia, jenis pekerjaan, pendapatan pelanggan tiap bulan, tidak terdapat perbedaan persepsi *Marketing Mix* dari pengguna berbagai merek sepatu sepakbola.

ABSTRACT
ANALYSIS ON CONSUMERS' PERCEPTION
ON MARKETING MIXES OF SOCCER SHOES BRAND

A Case Study on Players of Soccer Clubs in *Sinduadi* District Who were Officially Registered as Members of *Pengcab PSSI Soccer* Competition in *Sleman* Regency

Ari Dwijayanto

042214145

MANAGEMENT STUDY PROGRAM
THE DEPARTMENT OF MANAGEMENT
THE FACULTY OF ECONOMIC
SANATA DHARMA UNIVERSITY
2009

This research aimed to investigate different perception on Marketing Mixes of several soccer shoes brands based on consumers' age, occupation, and income. The populations in this study were the soccer players who became the member of soccer club in *Sinduadi* district and were officially registered in *Pengcab PSSI*. The research was conducted by distributing questionnaire to 83 respondents. The respondents were taken using Quota Sampling method. The instruments in this research were tested using validity and reliability test. Then, the data were tested using Oneway Anova method. Data results showed that there were no differences in perception on the Marketing Mixes bases on consumers' age, occupation, and income. Besides, the result also showed that there was no different perception of Marketing Mixes from the consumers of various soccer shoes brands.