

ABSTRAK

ANALISIS PERBEDAAN NILAI BAGI KONSUMEN ATAS PENETAPAN *QUANTITY DISCOUNT*

Studi Kasus pada Indogrosir Jl. Raya Magelang Km.6 Yogyakarta

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Tujuan penelitian ini adalah untuk mengetahui : 1) karakteristik konsumen Indogrosir pada saat penetapan *quantity discount*, 2) apakah ada perbedaan nilai bagi konsumen Indogrosir atas penetapan *quantity discount* berdasarkan penghasilan per bulan, 3) apakah ada perbedaan nilai bagi konsumen Indogrosir atas penetapan *quantity discount* berdasarkan jumlah anggota keluarga.

Penelitian ini dilakukan di Indogrosir Yogyakarta pada bulan Juni 2009. Teknik pengumpulan data dilakukan wawancara, observasi serta menyebarkan kuesioner kepada responden. Populasi dari penelitian ini adalah semua orang yang pernah berbelanja produk *quantity discount* di Indogrosir Jl. Raya Magelang km.6. Sampel penelitian adalah sebanyak 100 responden. Uji validitas menggunakan rumus *Bivariate Pearson* dan uji reliabilitasnya menggunakan rumus *Cronbach's Alpha* . Teknik analisis data yang digunakan dalam penelitian ini adalah *One Way ANOVA (Analysis of Variance)* dengan taraf signifikansi 0,05 (5%).

Hasil penelitian menunjukkan bahwa: 1) Sebagian besar responden adalah Wanita, berpenghasilan lebih besar dari Rp 3.000.000 per bulan, memiliki anggota keluarga 3-4 orang, frekuensi belanja responden tidak tentu dalam satu bulan, pengeluaran belanja responden > Rp.200.000, serta supermarket lain yang sering dikunjungi oleh responden selain Indogrosir adalah Carrefour, 2) ada perbedaan nilai bagi konsumen atas penetapan *quantity discount* berdasarkan penghasilan, 3) ada perbedaan nilai bagi konsumen atas penetapan *quantity discount* berdasarkan jumlah anggota keluarga.

ABSTRACT

VALUE DIFFERENCE ANALYSIS FOR COSTOMERS TO THE QUANTITY DISCOUNT

A Case Study in Indogrosir Magelang Highway Km.6 Yogyakarta

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The purpose of this research is to know : 1) Indogrosir Costumers' characteristic when quantity discount regulated, 2) Is there any value difference for costumers to the quantity discount based on their monthly income, 3) Is there any value difference for costumers to the quantity discount based on the number of their family members.

This research was done in Indogrosir Yogyakarta pada on june 2009. In the data gathering technique, the writer applied three instruments, i.e. interview, observation and questionnaire. The population of this research was people who had ever shopped any kind of products which had been regulated with quantity discount in Indogrosir Magelang Highway Km. 6 Yogyakarta. There are 100 respondents which were used as research sample. The validity test was using Bivariate Person technique and the reliability test was using Cronbach's Alpha technique. The data analysis technique of this research was ONE WAY ANOVA (Analysis of Variance) with 0,05 (5%)significance degree.

The result of this research showed that: 1) Much of the responden are women, have monthly income bigger than 3.000.000 rupiahs, have 3-4 family members, have constant shopping frequency ,expend more than 200.000 rupiahs in month, and often pay a visit to Carrefour as another supermarket, 2) There is value difference for costumers to the quantity discount based on their monthly income, and 3) There is value difference for costumers to the quantity discount based on the number of their family members.