

ABSTRAK

PENGARUH BAURAN PEMASARAN TERHADAP SIKAP KONSUMEN PRODUK TELA KREZZ

Studi Kasus TELA KREZZ Jl Bugisan 34, Patangpuluhan, Wirobrajan
Yogyakarta

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Penelitian ini bertujuan untuk mengetahui : 1) Sistem waralaba Tela Krezz mengenai model pengelolaan, sistem pengembangan usaha, model investasi, sistem *franchisee fee* serta kekurangan dan kelebihan Tela Krezz menjalankan usaha dengan pola bisnis waralaba. 2) Pengaruh produk, harga, promosi, dan distribusi pada sikap konsumen terhadap produk Tela Krezz. 3) Pengaruh sikap konsumen terhadap produk Tela Krezz pada minat beli konsumen.

Penelitian ini dilakukan dengan studi kasus pada Konsumen Tela Krezz di wilayah Yogyakarta. Data diambil dari 100 responden dengan cara menyebarkan kuesioner. Teknik *sampling* yang digunakan adalah model *Purposive Convenience Sampling* dengan kriteria pernah membeli Produk Tela Krezz dan berusia minimal 16 tahun keatas. 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 Analisis Regresi Linier Berganda dan Regresi Sederhana.

Berdasarkan hasil analisis data dapat diketahui bahwa : 1) Produk, harga promosi, dan distribusi berpengaruh terhadap sikap konsumen terhadap produk Tela Krezz. 2) Sikap konsumen terhadap produk Tela Krezz berpengaruh positif terhadap minat beli konsumen.

ABSTRACT

THE INFLUENCE OF MARKETING MIX ON CUSTOMERS' ATTITUDE TOWARDS TELA KREZZ PRODUCT

A Case Study of Tela Krezz, Bugisan Street 34, Patangpuluhan, Wirobrajan
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The research aims to comprehend : 1) Franchisee system of Tela Krezz that is, on its management model, system of business development, investment model, franchisee fee system, as well as the of Tela Krezz in conducting business by franchise business pattern. 2)The influence of product, price, promotion, and distribution on consumers' attitude towards Tela Krezz product. 3) The influence of consumers' attitude towards Tela Krezz product on consumers' purchase intention.

The research was conducted on consumers' of Tela Krezz in Yogyakarta area. Data were collected from 100 respondents by spreading questionnaire. The sampling technique was Purposive Convenience Sampling model by criteria having bought Tela Krezz product and minimal age of above 16 years. The validity test employed Pearson's Product Moment Correlation while reliability test employed Cronbach's Alpha formulation. The technique of data analysis used in this research were Multiple Linier Regression and Simple Regression.

The results of data analysis show that : 1) Product, price, promotion, and distribution influence consumers' attitude towards Tela Krezz product. 2) The consumers' attitude towards Tela Krezz positively influences on consumers' purchase intention.