

ABSTRAK

**ANALISIS POSITIONING FOTO COPY BERDASARKAN SIKAP
KONSUMEN**

Studi pada Usaha Foto Copy Yusuf dan Copy Center Student Hall Kampus I
Universitas Sanata Dharma, Mrican Yogyakarta
Yogyakarta Periode April – Oktober 2011

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2011

Penelitian ini bertujuan untuk mengetahui model dan strategi *positioning* yang diterapkan oleh usaha foto copy Yusuf dan Copy Center Student Hall Kampus I USD Mrican menurut sikap konsumen, Untuk mengetahui tingkat kepuasan serta tingkat loyalitas konsumen terhadap foto copy Yusuf dan Copy Center di kalangan mahasiswa Universitas Sanata Dharma Yogyakarta.

Populasi dalam penelitian ini adalah Mahasiswa kampus I dan II Universitas Sanata Dharma yang pernah menggunakan jasa foto copy Yusuf dan Copy Center yang berada di Student Hall Kampus I USD, Mrican. Teknik pengambilan sampel dalam penelitian ini adalah *purposive sampling* yang ditentukan dengan cara *quota sampling* sebesar 100 orang mahasiswa kampus I dan II USD, Mrican yang ditemui peneliti sedang menggunakan jasa usaha foto copy Yusuf dan Copy Center Student hall.

Penulis menggunakan teknik pengumpulan data dengan observasi, dan penyebaran kuesioner. Teknik analisis data menggunakan analisis *Multiatribut Attitude Model*. Berdasarkan hasil penelitian menunjukkan bahwa dari hasil analisis *positioning multiatribut attitude model* diperoleh sikap konsumen untuk foto copy Yusuf dinilai cukup baik. Sedangkan untuk Copy Center dinilai kurang baik oleh konsumen. Ini menunjukkan bahwa konsumen cukup puas dengan beberapa atribut *positioning* yang diterapkan oleh usaha foto copy Yusuf, sedangkan bagi Copy Center konsumen menilai kurang puas. Dari tingkat kepuasan dapat disimpulkan bahwa ada kecenderungan konsumen masih loyal terhadap foto copy Yusuf, karena tingkat kepuasan konsumen berada pada nilai sikap netral (cukup puas), sedangkan bagi Copy Center dapat ditarik kesimpulan bahwa konsumennya tidak loyal, karena tingkat kepuasan konsumen berada nilai sikap negatif (kurang puas).

Kata Kunci: *Positioning, foto copy Yusuf dan Copy Center.*

ABSTRACT

**AN ANALYSIS ON PHOTO COPY POSITIONING BASED ON
CUSTOMERS' ATTITUDES**

A Study at Yusuf Photo Copy and Student Copy Centre in Campus I Hall
Sanata Dharma University, Mrican Yogyakarta
April – October 2011

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This research was aimed to find out the positioning model and strategy applied by Yusuf Photo Copy and Students Copy Center in Campus I Hall in Sanata Dharma University Mrican based on customers' attitudes, and to find out the levels of satisfaction and loyalty of customers to Yusuf Photo Copy and Copy Centre among students of Sanata Dharma University Yogyakarta.

The population in this research was students in Campus I and II Sanata Dharma University who had ever done copying in Yusuf Photo Copy and Copy Centre in the Student Hall Campus I Sanata Dharma University, Mrican. The technique used to take the sample was purposive sampling determined by quota sampling as many as 100.

The researcher collected the data by doing observations, and distributing questionnaires. The data were analyzed using Multi-attribute Attitude Model. Based on the positioning analysis using the multi-attribute attitude model, the results of this research showed that the customers' attitudes to Yusuf Photo Copy were quite good. On the other hand, the customers' attitudes to the Copy Centre were not good enough. It showed that the customers were satisfied enough with the positioning attribute applied by Yusuf Photo Copy. On the other hand, the customers of Copy Centre were not satisfied enough. Based on the levels of satisfaction, it could be concluded that the customers tended to be loyal with Yusuf photo copy, because the level of customers' satisfaction was in the neutral position (satisfied enough). On the other hand, it could be concluded that the customers of Copy Centre were not loyal, because the level of satisfaction was in the negative attitude (not satisfied enough).