

ABSTRAK

**KEPUASAN MAHASISWA UNIVERSITAS SANATA DHARMA
YOGYAKARTA TERHADAP SEPEDA MOTOR YAMAHA, HONDA DAN
SUZUKI**

Hengki Pardinal

Universitas Sanata Dharma

Yogyakarta, 2011

Penelitian ini bertujuan untuk mengetahui tingkat kepuasan dan apakah terdapat perbedaan kepuasan mahasiswa Universitas Sanata Dharma Yogyakarta terhadap sepeda motor Yamaha, Honda dan Suzuki. Penelitian ini dilakukan selama bulan Januari sampai Juni 2011 di kampus Mrican dan kampus Paingan Universitas Sanata Dharma. Pengumpulan data dilakukan dengan kuesioner dan studi pustaka. Populasi yang digunakan adalah mahasiswa Universitas Sanata Dharma kampus Mrican dan kampus Paingan. Sampel yang diambil sebanyak 90 responden. Pengambilan sampel menggunakan teknik *purposive sampling*. Teknik analisis data yang digunakan adalah Indeks Kepuasan Konsumen (IKP) untuk mengetahui tingkat kepuasan dan analisis *One Way Anova* untuk mengetahui apakah terdapat perbedaan kepuasan. Hasil penelitian dari IKP menunjukkan bahwa mahasiswa merasa tidak puas terhadap kinerja dari ketiga merek sepeda motor. Hasil penelitian *One Way Anova* menunjukkan tidak terdapat perbedaan kepuasan antara mahasiswa pengguna merek sepeda motor Yamaha, Honda dan Suzuki.

ABSTRACT

**THE SATISFACTION OF SANATA DHARMA UNIVERSITY STUDENTS
TO YAMAHA, HONDA AND SUZUKI MOTORCYCLE**

Hengki Pardinal

Sanata Dharma University

Yogyakarta, 2011

The research attempts to identify the level of satisfaction and whether there were any differences of Sanata Dharma University students' satisfaction to Yamaha, Honda and Suzuki motorcycle. The research was held from January until June 2011 at campus Mrican and Paingan of Sanata Dharma University. The data collection method was by using questionnaire and library research. Then, the respondents were the students of Sanata Dharma University from campus Mrican and Paingan. The samples were 90 respondents. The sample were taken by purposive sampling technique. The researcher used data analysis technique by using Consument Satisfaction Index (CSI) to identify the levels of satisfaction and by using One Way Anova to identify whether there were any differences of the satisfaction. The result of the research that was analyzed by CSI indicated that students were not satisfied with the performance of those three motorcycle brand. The result of the research that was analyzed by One Way Anova indicated that there were not any differences of satisfaction from the students who used Yamaha, Honda and Suzuki.