

ABSTRAK

**PERBEDAAN SIKAP DAN MINAT BELI KONSUMEN THE BODY SHOP
PADA *Member* dan *Non Member* “*Love Your Body*” DI YOGYAKARTA**

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Penelitian ini bertujuan untuk: 1) Mengidentifikasi konsumen The Body Shop berdasarkan kepemilikan *member card* dan konsumen The Body Shop yang tidak memiliki *member card*; 2) Menjelaskan perbedaan sikap konsumen The Body Shop antara konsumen yang memiliki *member card* dengan konsumen yang tidak memiliki *member card*; 3) Menjelaskan perbedaan minat beli produk The Body Shop antara konsumen yang memiliki *member card* dengan konsumen yang tidak memiliki *member card*; 4) Menjelaskan perbedaan sikap konsumen The Body Shop antara konsumen yang berminat membeli produk dengan konsumen yang tidak berminat membeli produk. Populasi dalam penelitian ini adalah konsumen The Body Shop di Ambarrukmo Plaza dan Malioboro Mall dengan jumlah sampel yang diambil sebanyak 70 orang responden. Pengambilan sampel menggunakan teknik *Purposive Sampling* dan teknik pengumpulan data menggunakan kuesioner. Analisis data menggunakan teknik analisis univariat dan analisis *chi square*. Hasil penelitian ini menunjukkan bahwa: 1) Sikap konsumen The Body Shop tidak sepenuhnya ditentukan karena implementasi program “*Love Your Body*” *membership card*; 2) Implementasi program “*Love Your Body*” *membership card* mampu menarik minat pembelian konsumen The Body Shop; 3) Implementasi program “*Love Your Body*” *membership card* mampu menjadi strategi menarik pelanggan baru, tetapi belum mampu menjadi strategi untuk mempertahankan pelanggan.

Kata kunci: sikap, minat beli, *member*, *non member*.

ABSTRACT

**THE DIFFERENCES OF ATTITUDE AND PURCHASE INTENTION TO
THE BODY SHOP CONSUMER AT Member and Non Member “Love Your
Body” IN YOGYAKARTA**

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This research attempts: 1) to identify The Body Shop consumer by consumer who have member card and who have no member card; 2) to explain the different of attitude between The Body Shop consumer who have member card with consumer who have no member card; 3) to explain the different of purchase intention between The Body Shop consumer who have member card with consumer who have no member card; 4) to explain the different of attitude between The Body Shop consumer who have purchasing intention with consumer who have no purchasing intention. Population that is used in this research is all of consumer The Body Shop in Ambarrukmo Plaza and Malioboro Mall. This research took 70 respondent for the sample. The method for the sampling is purposive sampling. The data for this study is collected questionnaire. Data analysis utilized univariate and chi square. The result of research indicated that: 1) the attitude of The Body Shop consumer is not determined by the implementation of “Love Your Body” membership card program; 2) the implementation of “Love Your Body” membership card program is able to make purchase intention by The Body Shop consumer; 3) the implementation “Love Your Body” membership card program is able to be strategy to find new consumer, but is not able to be strategy to maintain the consumer.