

ABSTRAK

ANALISIS SIKAP KONSUMEN TERHADAP APOTEK GEDONG KUNING

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Tujuan dari penelitian ini ada empat, yaitu 1. Untuk mengetahui sikap konsumen terhadap jasa penyediaan obat-obatan di Apotek Gedong Kuning, 2. Untuk mengetahui pengaruh tingkat penghasilan terhadap sikap konsumen mengenai jasa penyediaan obat-obatan di Apotek Gedong Kuning, 3. Untuk mengetahui pengaruh tingkat penghasilan terhadap sikap konsumen mengenai jasa penyediaan obat-obatan di Apotek Gedong Kuning, 4. Untuk mengetahui pengaruh tingkat usia terhadap sikap konsumen mengenai jasa penyediaan obat-obatan di Apotek Gedong Kuning.

Populasi penelitian ini mencakup seluruh konsumen Apotek Gedong Kuning yang membeli obat di Apotek Gedong Kuning selama penelitian. Penentuan sampel menggunakan teknik sampel random proporsional. Instrumen penelitian yang digunakan adalah kuesioner , wawancara, dokumentasi. Penelitian ini menggunakan metoda deskriptif dan analisis varian (ANOVA). Metoda pertama digunakan untuk mengetahui sikap konsumen terhadap jasa penyediaan obat-obatan di Apotek Gedong Kuning. Metoda kedua digunakan untuk mengetahui perbedaan sikap konsumen terhadap jasa Penyediaan obat-obatan berdasarkan jenis pekerjaan, tingkat penghasilan, dan tingkat usia.

Hasil dari penelitian ini menunjukkan bahwa : 1. Sikap konsumen terhadap jasa penyediaan obat-obatan di Apotek Gedong Kuning adalah positif, 2. Sikap konsumen terhadap jasa penyediaan obat-obatan di Apotek Gedong Kuning berdasarkan jenis pekerjaan adalah negatif, 3. Sikap konsumen terhadap jasa penyediaan obat-obatan di Apotek Gedong Kuning berdasarkan tingkat penghasilan adalah positif, 4. Sikap konsumen terhadap jasa penyediaan obat-obatan di Apotek Gedong Kuning berdasarkan tingkat usia adalah positif. Bertolak dari temuan-temuan itu, ada dua sasaran yang dapat ditawarkan yaitu : 1. Apotek Gedong Kuning sebaiknya menyesuaikan harga dan meninjau kembali kelengkapan obat-obatannya, 2. Bagi konsumen diharap dapat menyadari betapa mahalnya produk obat-obatan, sehingga dapat memaklumi.

ABSTRACT

CONSUMERS' ATTITUDE ANALYSIS TOWARD *GEDONG KUNING* DRUG STORE

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There were four goals of the research, namely 1) to find out the consumers' attitude toward the medicine supplies service in *Gedong Kuning* drug store, 2) to find out the effect of the income level toward the consumers' attitude about the medicine supplies service in *Gedong Kuning* drug store, 3) to find out the effect of the income level toward the medicine supplies service in *Gedong Kuning* drug store, 4) to find out the effect of the age toward the consumers' attitude about the medicine supplies service in *Gedong Kuning* drug store.

The population of this research covered all of the *Gedong Kuning* drug store consumers's who bought medicines in *Gedong Kuning* drug store while the research was conducted. The sample used was the *proportional random sample* technique. The instruments used in this research were questionnaire, interviews, documentation. This research used the descriptive method and variant analysis (ANOVA). The first method used to find out the consumers' attitude toward the medicine supplies service in *Gedong Kuning* drug store. The second method was used to find out the consumers' attitude differences toward the medicine supplies based on the jobs, income level, and age.

The result of this research showed that: 1) the consumers' attitude toward the medicine supply service in *Gedong Kuning* drug store were positive, 2) the consumers' attitude toward the medicine supplies in *Gedong Kuning* drug store based on the jobs were negative, 3) the consumers' attitude toward the medicine supplies in *Gedong Kuning* drug store based on the income level were positive, 4) the consumers' attitude toward the medicine supplies in *Gedong Kuning* drug store based on the age were positive. Referring to those results, there were two suggestions offered, they were as follows: 1) *Gedong Kuning* drug store should justify the prices and watch the completeness of the medicine, 2) The consumers are expected to understand the high costs of the pharmacist products.