ABSTRAK

Analisis Sikap Konsumen Terhadap Layanan Salon
Menurut Golongan Pekerjaan
Studi kasus pada Larissa Salon di jalan C. Simanjuntak 78 Yogyakarta

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Tujuan penelitian ini adalah (1) untuk mengidentifikasikan profil konsumen Larissa Salon, (2) untuk mengetahui sikap konsumen terhadap layanan Larissa Salon, (3) untuk mengetahui hubungan antara golongan pekerjaan konsumen dengan sikap konsumen terhadap masing-masing atribut layanan yang meliputi suasana ruangan, kemampuan karyawan, fasilitas, area parkir dan lokasi, serta (4) untuk mengetahui hubungan antara golongan pekerjaan konsumen dengan sikap konsumen terhadap layanan. Hipotesis atau kesimpulan sementara menyatakan bahwa (1) golongan pekerjaan mempengaruhi sikap konsumen terhadap masing-masing atribut Layanan Larissa Salon dan (2) golongan pekerjaan konsumen mempengaruhi sikap konsumen terhadap layanan Larissa Salon.

Populasi dari penelitian ini adalah para konsumen Larissa Salon yang sudah bekerja. Jumlah sampel yang digunakan dalam penelitian adalah 60 orang, sampel diambil secara proporsional random sampling yang mewakili konsumen Larissa Salon yang sudah bekerja. Metode yang digunakan dalam pengumpulan data adalah dengan penyebaran kuesioner, observasi, wawancara dan studi pustaka. Tehnik analisis data dengan menggunakan analisis persentase, analisis Multiattribute Attitude Model (MAM) dan analisis Chi-Square.

Hasil dari penelitian tersebut adalah :

- Sikap konsumen terhadap layanan Larissa Salon adalah baik atau positif. Hal ini dapat dilihat pada hasil perhitungan analisis Multiattribute Attitude Model (MAM).
- Hasil analisis chi-square, (a) golongan pekerjaan konsumen mempengaruhi sikap konsumen terhadap masing-masing atribut suasana ruangan Larissa Salon, (b) golongan pekerjaan konsumen mempengaruhi sikap konsumen terhadap kemampuan karyawan Larissa Salon, (c) golongan pekerjaan konsumen tidak mempengaruhi sikap konsumen terhadap atribut fasilitas Larissa Salon, (d) golongan pekerjaan konsumen mempengaruhi sikap konsumen terhadap atribut area parkir Larissa Salon, (e) golongan pekerjaan konsumen tidak mempengaruhi sikap konsumen terhadap atribut lokasi Larissa Salon, (f) golongan perkerjaan konsumen mempengaruhi sikap konsumen terhadap atribut-atribut layanan Larissa Salon.

ABSTRACT

Consumers' Attitudes Analysis of Salon Services
Based on Job Clasifications
A Case Study at Larissa Salon At Jalan C. Simanjuntak 78 Yogyakarta

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This research's purpose were (1) to identify Larissa Salon's consumers' profile, (2) to know their attitudes on the salon's service, (3) to know their relationship between the consumers' attitudes and their job clasifications toward each of servive's attributes such as room's situations, employees' skills, facilities, a parking area and its location and (4) to know the relationship between the consumers' job clasifications and their attitudes of the service. The hypothesis were (1) the job clasifications influenced the consumers' attitudes toward each of the Larissa Salon service's attributes and (2) the job clasifications influenced the consumers' attitudes toward the Larissa Salon service.

This research population were the consumers of Larissa Salon who had jobs. There were 60 people as the sample, and they were taken as proportional random sampling who represented the consumers of Larissa Salon. The used methods to gather data were questionnaire, observations, interviews and library research. The data analysis techniques were percentage analysis, Multiattribute Attitude Model (MAM) analysis and Chi - Square analysis.
The research result were :

- The consumers' attitudes toward the Larissa Salon's services were good or positive. This could be seen from the result of Multiattribute Attitude Model Analysis.

- The chi-square's result were (a) the consumer' job clasifications influenced their attitudes toward each of the Larissa Salon room attributes, (b) the consumers'job clasifications influenced their attitudes toward the Salon'employees' skills, (c) the consumers'job clasifications did not influence their attitudes toward the fasilities of Salon, (d) their job clasifications influence their attitudes toward the parking area of Larissa Salon, (e) their job clasifications did not influence them on the Larissa Salon's location, (f) their job clasifications influenced their attitudes toward the attributes of Larissa Salon's service.