

ABSTRAK

PREFERENSI KONSUMEN TERHADAP DIVERSIFIKASI KEMASAN PRODUK MINUMAN RINGAN (SOFT DRINK)

Studi Kasus Konsumen Pemakai Produk
Minuman Ringan (*Soft Drink*) Coca-Cola

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Penelitian ini bertujuan untuk mengetahui karakteristik konsumen, dan ada-tidaknya perbedaan preferensi konsumen terhadap diversifikasi kemasan produk minuman “Coca-Cola” ditinjau dari jenis kelamin, usia, status, pekerjaan dan penghasilan. Penelitian ini dilakukan di Desa Caturtunggal, Depok, Sleman, Daerah Istimewa Yogyakarta. Sampel yang dipilih 100 orang yang memenuhi kriteria yaitu pernah merasakan minuman ringan “Coca-Cola”, dengan menggunakan metode *purposive sampling* dan metode *incidental*.

Data penelitian dikumpulkan dengan menggunakan dokumentasi dan kuesioner. Teknik analisis data yang digunakan adalah analisis presentase dan analisis *chi square*.

Berdasarkan hasil analisis presentase diketahui bahwa sebagian besar konsumen adalah laki-laki (55%), usia 17– 25 th (59%), status belum menikah (77%), pendidikan SMU (42%), pekerjaan adalah pelajar/mahasiswa (54%) dan penghasilan per bulan < Rp. 500.000,-. Hasil analisis *chi square* yang menunjukkan bahwa tidak terdapat perbedaan preferensi konsumen terhadap diversifikasi kemasan adalah status, pekerjaan dan penghasilan, sedangkan yang menunjukkan adanya perbedaan preferensi adalah jenis kelamin dan usia.

ABSTRACT

Consumers' Preference for Product Packaging Diversification of Soft Drink Case Study of Consumers of Coca-Cola Soft Drink

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The aims of this research are to find out the characteristics of consumers, and to know whether there are consumers preference differences for product packaging diversification of Coca-Cola soft drink, looked at from gender, age, social status, occupation and income point of view. This research was conducted at Caturtunggal village, Sleman, Yogyakarta. The writer took 100 samples who fulfill the criteria i.e. have ever drunk Coca-Cola soft drink, using purposive sampling and incidental method. Research data were collected by using documentation and questionnaire. Data analyzing techniques used were percentage analysis and chi-square analysis.

Based on the results of percentage analysis it was known that most of the consumers were males (55%), 17 – 25 years old (59%), not married (77%), SMU graduates (42%), students (54%), had more than Rp 500.000,- income per month. The results of chi-square analysis showed that there were no preference differences for product packaging diversification of Coca-Cola soft drink looked at from social status, occupation and income point of view, while there were preference differences for product packaging diversification looked at from gender and age point of view.