

ABSTRAK

ANALISIS SIKAP CALON KONSUMEN TERHADAP ATRIBUT PAKET KREDIT SEPEDA MOTOR YAMAHA Studi Kasus Sentral Yamaha CV. Sumber Baru Sakti Magelang

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Tujuan penelitian ini adalah untuk mengetahui karakteristik calon konsumen, atribut yang dianggap paling penting calon konsumen, dan sikap calon konsumen terhadap atribut paket kredit sepeda motor Yamaha. Penelitian di lakukan di Sentral Yamaha CV. Sumber Baru Sakti Jl. Jendral Sudirman No. 127 Magelang.

Teknik pengumpulan data dengan menggunakan wawancara dan kuesioner. Sampel yang digunakan adalah calon pengambil kredit sepeda motor Yamaha yang berjumlah 100 responden. Teknik analisis data yang digunakan untuk mengetahui karakteristik calon konsumen adalah dengan analisis Persentase, untuk mengetahui atribut yang dianggap paling penting oleh calon konsumen digunakan analisis Prioritas Kepentingan, dan untuk mengetahui sikap calon konsumen digunakan analisis Multiatribut Attitude Model.

Hasil yang diperoleh dari analisis masalah pertama, persentase terbesar yaitu : pria, berusia 27 - 35 tahun, tingkat pendidikan terakhir SMA, pekerjaan pengusaha/wiraswasta, penghasilan Rp. 501.000 - Rp. 1.000.000, status menikah, jumlah tanggungan 2 - 3 orang, penghasilan pasangan hidup kurang dari Rp. 500.000 dan jenis kendaraan lain Honda. Dari analisis masalah kedua diketahui bahwa atribut fasilitas kredit dianggap paling penting kemudian berikutnya adalah atribut harga kredit, syarat kredit, hukum kredit, promosi kredit dan distribusi kredit. Dari analisis masalah ketiga dengan analisis Multiatribut Attitude Model diperoleh hasil bahwa sikap calon konsumen secara keseluruhan terhadap atribut paket kredit sepeda motor Yamaha adalah relatif sangat baik atau positif.

ABSTRACT

AN ANALYSIS OF THE ATTITUDE OF PROSPECTIVE CUSTOMERS TOWARD THE ATRIBUTES OF A YAMAHA MOTORCYCLE CREDIT PACKAGE

The Case Study On Central Yamaha CV.Sumber Baru Sakti Magelang

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The aims of this research are to understand the characteristics of prospective customers, which attribute is considered as the most important, and the attitude toward the Yamaha motorcycle credit package. This research was held at Central Yamaha Motorcycle CV. Sumber Baru Sakti, Jl. Jendral Sudirman 127 Magelang.

Interview and questionnaire techniques were used in this research in order to obtain data. A sample of 100 prospective users of the Yamaha motorcycle credit package were asked to be respondents of the research. Percentage analysis was used to analyze the data, especially to understand the characteristics of the prospective customers. To identify which attribute was considered as the most important, Urgency Priority analysis was used. A Multi-attribute Attitude Model was used to understand the prospective customer's attitude.

The analysis of the first problem resulted in the following profile of prospective customers : men, aged 27 - 35 years , SMU graduates, business men/self-employed persons, earning income between Rp. 501.000 - Rp. 1.000.000, married, having 2 to 3 persons in the family, partner earning an income of less than Rp. 500.000 and having Honda as an alternative motorcycle. Of the attributes investigated, the credit facility attribute was considered as the most important attribute, followed by credit price, the credit conditions, the credit regulations, credit promotion and credit distribution. The result of the analysis of the third problem using the Multi-attribute Attitude Model was that the attitude of most of the prospective customers toward the credit package of Yamaha motorcycle was very good and positive.