



## ABSTRACT

### CONSUMER'S ATTITUDES TOWARD THE PRODUCT ATTRIBUTES OF *REFISOL* FLOOR CLEANER

Case Study on *Refi Chemical Industries Company*  
in Sleman, Yogyakarta

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1999

The aim of this research was to know: 1) the consumer's attitude toward *Refisol* attributes and 2) which attribute distinguishes between students and housewives in their decision to purchase *Refisol*.

The data gathering technique used was a questionnaire distributed to a sample of 100 respondents who use *Refisol* floor cleaner. The data analysis techniques used are: 1) percentage analysis to obtain a consumer's profile, 2) a Multi Attribute Attitude Model to measure the consumer's attitude and 3) an importance priority scale to find out which attribute mostly influenced purchasing decision of students and housewives.

The first analysis shows that the consumer's attitude toward *Refisol* is positive. The largest percentage consumer's is housewives (54%) with age between 20-30 years old (50%). From the second analysis, a difference was found between students and housewives as regards the selection of attributes that become priority in their purchasing decision. The primary priority for students is the price attribute, followed by others: quality, guaranty, fragrant, design of pack, service and easy to get *Refisol*. For the housewives primary priority in their purchasing decision is the quality attribute, followed by others: price, fragrant, guaranty, easy to get, design of pack and service.