

ABSTRAK
ANALISIS SIKAP KONSUMEN
TERHADAP ATRIBUT-ATRIBUT CAIRAN PEMUTIH SUNCLIN
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Penelitian ini bertujuan untuk mengetahui profil konsumen cairan pemutih SUNCLIN, sikap konsumen terhadap atribut-atribut cairan pemutih SUNCLIN dan atribut yang paling mempengaruhi sikap konsumen SUNCLIN. Studi kasus dilakukan terhadap konsumen SUNCLIN yang berdomisili di Desa Caturtunggal, Kecamatan Depok, Kabupaten Sleman, DIY.

Penelitian dilakukan dengan menyebarkan kuesioner kepada 100 responden dengan metode insidental, dimana sampel yang diambil adalah orang yang dijumpai dan menggunakan produk SUNCLIN. Analisis persentase digunakan untuk mengetahui profil konsumen. Metode Multiattribute Attitude Model (MAM) digunakan untuk menganalisis sikap konsumen terhadap atribut-atribut SUNCLIN. Analisis prioritas kepentingan digunakan untuk mengetahui atribut-atribut yang paling menentukan sikap konsumen dalam membeli suatu produk.

Dari penelitian diketahui bahwa sebagian besar pengguna SUNCLIN adalah wanita (64%) dan profesi atau pekerjaan sebagian besar responden adalah ibu rumah tangga (33%). Sebagian besar responden memakai SUNCLIN berusia 21-30 tahun (51%). Tingkat penghasilan responden sebagian besar antara Rp.400.000,00 – Rp.600.000,00 (40%). Sikap konsumen terhadap atribut-atribut cairan pemutih SUNCLIN secara keseluruhan adalah positif karena terdapat pada interval skala perbandingan 80 – 160 sebesar 129,44. Atribut yang paling mempengaruhi sikap konsumen SUNCLIN adalah atribut nilai produk sebesar 149.

ABSTRACT

The Analysis of Consumers' Attitude towards the Attributes of SUNCLIN Bleaching Liquid

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The purpose of this research was to find out the profiles of the consumers of SUNCLIN bleaching liquid, their attitude towards its attributes, and also what attribute were the most influential attributes to the attitudes of SUNCLIN consumers towards the product. The case study was done to SUNCLIN consumers located in Kelurahan Caturtunggal, Kecamatan Depok, Kabupaten Sleman, the province of DIY.

This research was carried out by distributing questionnaires to 100 respondents, using incidental method. The data was collected by asking people met by the researcher and picking them up as samples if they used the product of SUNCLIN. The method of percentage analysis was employed to find out the consumers' profile that was viewed from their sex, occupation, age, and income. The analysis of the consumers' attitude towards SUNCLIN's attributes was conducted by using the Multi Attitude Model Method. Finally, the Important Priority Analysis was used to find out the attributes determining the consumers' attitudes in buying a product.

The research concluded that most of the users of SUNCLIN were women (64%), and the occupation of most of the women were house-wives (33%). Most of them were between 21 and 30 years old (51%). The income rate of the women was between Rp.400.000 and Rp.600.000 (40%). In general, the responses of the consumers towards the attributes of SUNCLIN bleaching liquid were positive because the result was included in the interval between 80 and 160 in comparison scale (129,44). The attribute that mostly influences the attitudes of the customers towards the product SUNCLIN was about 149. That was viewed from the attribute of the product value itself.