

ABSTRAK
Analisis Tanggapan Konsumen
Menurut Metode *Odd-Even Pricing*

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Penelitian dilakukan di Gelael Pasar Swalayan yang berlokasi di Jalan Adi Sucipto 167 Yogyakarta. Adapun tujuan penelitian ini adalah untuk mengetahui ada tidaknya perbedaan tanggapan konsumen menurut metode *Odd-Even Pricing* ditinjau dari jenis kelamin, tingkat pendidikan, tingkat penghasilan dan jenis pekerjaan.

Pengumpulan data dilakukan dengan memberikan kuesioner kepada 100 orang responden untuk mengetahui ada tidaknya perbedaan tanggapan konsumen menurut metode *Odd-Even Pricing*.

Teknik pengumpulan data yang digunakan yaitu wawancara, dokumentasi dan kuesioner. Teknik wawancara digunakan untuk memperoleh data mengenai gambaran umum perusahaan, sedangkan teknik kuesioner digunakan untuk memperoleh data mengenai profil konsumen. Untuk analisis data yang digunakan yaitu analisis Chi Square.

Hasil penelitian menunjukkan bahwa konsumen Gelael Pasar Swalayan sebagian besar adalah wanita, berusia 21 - 27 tahun, berpendidikan tinggi, mempunyai penghasilan/uang saku perbulan antara Rp 251.000 - Rp 750.000 dan berprofesi lain-lain. Tidak ada perbedaan tanggapan konsumen menurut metode *Odd-Even Pricing* ditinjau dari jenis kelamin, tingkat pendidikan, tingkat penghasilan dan jenis pekerjaan. Tanggapan konsumen secara keseluruhan adalah bernilai positif.

ABSTRACT

The Consumer Response According To Odd-Even Pricing Method

A Case Study at Gelael Pasar Swalayan, Yogyakarta

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The aim of this research was to find out if there were different consumer responses according to Odd-Even Pricing method, based on their sex, educational level, income level and occupation. This research was carried out at Gelael Pasar Swalayan which is located at jalan Adi Sucipto 167 Yogyakarta.

The data were collected by distributing questionnaires to 100 people to figure out the consumers response according to Odd-Even Pricing Method.

The data were collected by interviews, documentation, and questionnaires techniques. The interview and documentation were employed to know general features of the company. The questionnaire was used to know the characteristics of the consumers and to find out if there were different consumer responses according to Odd-Even Pricing method. The Chi Square analysis was employed to find out the consumers response.

The results of this study were the followings: most of the consumers shopping at Gelael Pasar Swalayan were female, aged between 21 - 27 years old, educated in college, earning between Rp 251.000 - Rp 750.000 per month and having different occupation. There was no difference in consumers response according to Odd-Even Pricing method, based on their sex, educational level, income level and occupation level.