

ABSTRAK

ANALISIS SIKAP KONSUMEN TERHADAP BAURAN PEMASARAN PERUSAHAAN ROTI MERDEKA DI DESA CATURTUNGGAL

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Penelitian ini bertujuan untuk: 1) Mengetahui sikap konsumen terhadap variabel-variabel bauran pemasaran roti Merdeka secara keseluruhan, 2) Mengetahui variabel manakah yang paling mempengaruhi konsumen dalam proses pengambilan keputusan pembelian produk roti Merdeka, 3) Melihat perbedaan sikap konsumen berdasarkan usia, jenis kelamin, penghasilan dan pekerjaan.

Atribut bauran pemasaran yang diteliti adalah produk, harga, tempat, dan promosi.

Jenis penelitian yang dilakukan adalah studi kasus dengan sampel yang diambil untuk penelitian sebanyak 100 responden dengan memakai teknik *cluster sampling* dan *porpositive random sampling*.

Teknik analisis data yang digunakan adalah: 1) *Analisis Multiatribut Attitude Model* (MAM), 2) *Chi Square* (χ^2).

Hasil penelitian adalah: 1) Sebagian besar konsumen yang membeli roti Merdeka adalah wanita (63%), berusia antara 16 – 25 tahun (41%), berpenghasilan antara Rp 200.000,00 – Rp 500.000,00 per pulan (43%), pekerjaan pelajar dan mahasiswa (47%). 2) Sikap konsumen terhadap bauran pemasaran perusahaan roti Merdeka secara keseluruhan positif atau sangat baik ($Ab = 85,2$). 3) Variabel bauran pemasaran yang paling mempengaruhi keputusan pembelian berturut-turut adalah produk (266), harga (252), tempat (246) dan terakhir promosi (236). 4) Tidak ada perbedaan sikap konsumen berdasarkan usia jenis kelamin, penghasilan dan pekerjaan.

ABSTRACT

**An Analysis on Consumer Attitude toward
Marketing Mix of “PT. Roti Merdeka”
at Caturtunggal**

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This research was aimed at:

- 1) Finding out the consumers' attitude toward marketing mix variables of Merdeka Bakery viewed from all perspectives,
- 2) Finding out which variables had the most influence on the consumers in the process of decision making to purchase the products of Merdeka Bakery,
- 3) Observing different attitudes among consumers based on their age, sex, income, and profession.

The attributes of Marketing Mix that were employed in the research were the product, price, place, and promotion.

The research was a case study. There were 100 respondents taken for this research. The sampling techniques used in this research were *cluster* and *purposive* sampling.

The techniques of data analysis used were: 1) *Multi-attribute Attitude Model Analysis* (MAM), 2) *Chi Square* (χ^2).

The research found out that:

- 1) Most of Merdeka Bakery consumers were women (63%), aged between 16 to 25 (41%), earned about Rp 200.000,00 to Rp 500.000,00 per month (43%), high school and university student (47%).
- 2) The consumers' attitude toward marketing mix of Merdeka Bakery was positive (Ab= 85,2)
- 3) The influencing marketing mix variables in the continuous purchasing decision were the product (266), price (252), place (246), and the promotion (236).
- 4) There was no differences on the consumer' attitude based on the age, sex, profession.