

ABSTRACT

Hengky Subekti Candranegara. 1999. *Analisis Sikap Konsumen Terhadap Atribut Produk Mi Goreng Instan*. Yogyakarta: Management Study Program, Department of Management, Faculty of Economics, Sanata Dharma University.

The study attempted to investigate the characteristics of consumers, consumers attitude towards the attribute of instant fried noodle product 'Indomie', and the most influential attribute for consumers in purchasing. The study was held to the consumers of 'Indomie' at Caturtunggal, Depok, Sleman, Yogyakarta. In this study, the researcher took 100 people as the sample and used the Purposive Sampling Method and the Incidental Method.

The primary data gathering technique was questionnaires that were distributed to the respondents with the criteria of having experience the product. Before analyzing the questionnaires, it was necessary to test the instrument, i.e. by using validity and reliability tests. It was used to clarify that each item was valid, and reliable, which means the questionnaires were representative when they were given to the same customers in a different time. Based on the results of the tests using Statistics Program Series (SPSS) Sutrisno Hadi and Seno Pamardiyanto, the questionnaires were said to be valid and reliable.

After that, the researcher analyzed the data. As mentioned before about the purposes of the study, the questionnaires, then, were divided into three sections, i.e.: (1) Respondent Identity, (2) Consumers Attitude, and (3) the attribute which mostly determines customers' attitude. In order to obtain the results of the questionnaires, the researcher used three analysis instruments, i.e.: (1) Percentage Analysis, (2) Multiattribute Attitude Model Analysis, and (3) The Necessity Priority Analysis.

Based on the results of the percentage analysis, it was found out that most of the consumers were female (70%), with the last education of university (60%), occupation as students (65%), the residents were boarding houses (70%), and the money earned/ the pocket money was about Rp.200.000,- - Rp. 399.000,-(70%). Based on the results of analyzing data using Multiattribute Model Analysis, it was found out that the consumers attitude towards the product was very positive (72.2%). It means the respondents supported the product. The results of the Necessity Priority Analysis mentioned that the attribute which mostly determines customers' attitude was the taste. Whereas the rest attributes placed as the second up to the least determined attribute were the trade mark, the price, the quantity, and the package.

As for the recommendations, the 'Indomie' company can take the following two major measures. The first is they need to add any additional choices of taste, so that the consumers will not get bored. The second is the need to keep the taste which the consumers like most so that the trade mark loyalty existed as it was. And the last is the need to make the package more interesting.