ABSTRAK

ANALISIS SIKAP KONSUMEN TERHADAP
VARIABEL "MARKETING MIX"
STUDI KASUS PADA COUNTER SIZZLING HOT-PLATE,
FOOD COURT, TAMAN ANGGREK JAKARTA BARAT

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Penelitian ini bertujuan untuk mengetahui sikap konsumen terhadap variabel "Marketing Mix" di *Counter Sizziling Hot-Plate, Food Court,* Taman Anggrek Jakarta Barat. Jenis penelitian yang dilakukan adalah studi kasus dengan jumlah sampel yang diambil untuk penelitian sebanyak 100 responden dengan memakai teknik *Convenience Sampling*. Adapun teknik analisis data yang digunakan adalah 1) Analisis Persentase 2) Analisis prioritas Kepentingan 3) Analisis *Multiattribute Attitude Model* (MAM).

Data mengindentifikasi karakteristik konsumen dapat disimpulkan bahwa sebagai besar konsumen *Counter Sizziling Hot-Plate, Food Court,* Taman Anggrek Jakarta Barat adalah wanita (51%), berusia 17-21 tahun (52%), berpendidikan terakhir SMU (53%), kebanyakan pekerjaan mahasiswa/pelajar (45%), berpenghasilan atau uang saku Rp251.000 – Rp500000 (51%). Hasil Prioritas Kepentingan variabel dapat diketehui dari variabel produk mempunyai nilai 162, variabel harga mempuyai nilai 306, variabel tempat mempuyai nilai 273, dan variabel promosi mempuyai nilai 259.

Variabel Marketing Mix (produk, harga, tempat, dan promosi) *Counter Sizziling Hot-Plate, Food Court* Taman Anggrek Jakarta Barat secara keseluruhan adalah sangat memuaskan atau sangat baik karena mempuyai nilai 9,6. Variabel/atribut Produk mempuyai selisih ideal dan belief terkecil sebesar 0,08; Variabel Promosi mempuyai selisih sebesar 0,08; Variabel Tempat mempuyai selisih sebesar 0,13; Variabel Harga mempuyai selisih ideal dan belief sebesar 0,14. Jadi, hubungan konsumen terhadap variabel Marketing Mix (produk, harga, tempat, dan promosi) sangat kuat dan sangat memuaskan.

ABSTRACT

THE CONSUMER ATTITUDE ANALYSIS TOWARD "MARKETING MIX" VARIABLE A CASE STUDY AT COUNTER SIZZLING HOT-PLATE, FOOD COURT, TAMAN ANGGREK JAKARTA BARAT

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This research dimed to find out the consumer attitude analysis toward "Marketing Mix" variabel at Counter Sizziling Hot-Plate, Food Court, Taman Anggrek, west Jakarta. The type of research was a case study. There were 100 respondents taken as the sampel using the Convenience Sampling technique. The data analysis technique were 1) Percentage Analysis, 2) Interst Priority Analysis, 3) Multiattribute Attitude Model (MAM) Analysis.

The data showed that the most of consumer of Counter Sizziling Hot-Plate, Food Court, Taman Anggrek, west Jakarta were females (51%), 17 to 21 years of age (52%), senior high school graduate (53%), majority of university student (45%), have income or pocket money of Rp 251.0000 – Rp500.000 (51%). The result of variable interest priority could be seen from variable of product value of 162, variable of price 306, variable of place 273, and variable of promotion 259.

"Marketing Mix " variable (product, price, place, promotion) of Counter Sizziling Hot-Plate, Food Court, Taman Anggrek, West Jakarta as a whole was very satisfied or very good because it had score of 9,6. The product variable had ideal difference and the smallest belief of 0,08; Promotion variable had ideal difference belief of 0,08; Place variable had ideal difference and belief of 0,13; and Price variable had ideal difference and belief of 0,14. So, the correlation between the consumer toward Marketing Mix variable (product, price, place, promotion) was very good and very satisfied.