

## **ABSTRAK**

### **ANALISIS SIKAP KONSUMEN TERHADAP KENDARAAN RODA DUA MEREK YAMAHA FIZR Studi kasus pada dealer Yamaha Fortuna Multi Sukses**

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Tujuan penelitian ini adalah untuk mengetahui (1) karakteristik konsumen yang membeli sepeda motor Yamaha FIZR di dealer Yamaha Fortuna Multi Sukses, meliputi jenis kelamin, usia, pekerjaan, pendapatan.

Teknik pengumpulan data yang digunakan adalah wawancara, kuesioner, dokumentasi, dan observasi. Sampel penelitian ini berjumlah 100 responden. Teknik pengambilan sampel menggunakan teknik Incidental Sampling. Untuk menganalisis masalah pertama digunakan teknik analisis persentase, dan masalah kedua menggunakan metode indeks kepuasan konsumen.

Dari analisis masalah pertama diketahui bahwa responden yang membeli sepeda motor Yamaha FIZR sebagian besar berjenis kelamin laki-laki sejumlah 94%, berusia antara 26-45 tahun sejumlah 51%, pekerjaan petani sejumlah 40%, dan yang berpenghasilan sekitar 800.000 ke atas berjumlah 47%. Hasil analisis masalah kedua menunjukkan bahwa sebagian besar responden merasa puas/sangat puas.

## **ABSTRACT**

### **THE CONSUMER ATTITUDE ANALYSIS ON MOTORCYCLE OF YAMAHA FIZR ACase study at PT. Fortuna Multi Sukses**

**Jalan Merdeka Bodok Kabupaten Sanggau Propinsi Kalimantan Barat**

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The research is aimed to indentify (1) characteristics of consumers who FIZR Yamaha motorcycle in PT. Fortuna Multi Sukses Yamaha Dealer, based on gender, age, occupancy, and income, attitude toward FIZR Yamaha Motorclycle.

Questionnaires, interviews, documentations, observations, were data collecting techniques used in this research. the samples involved 100 respondents. They were selected by using incidental sampling technique. The first problem was analyzed by using percentage analysis technique, and the second problem was analyzed by using Multiattribut Attitude Model.

Based on the analysis of the first problem, it was found that most of respondents are males who are between 26 and 45 year old, 40% of them are farmers and 47% of them have income more than Rp. 800.000. The analysis of 38.30 indicated that the attitude towards FIZR Yamaha motorcycle of most of the respondents was very good.