ABSTRAK
ANALISIS SIKAP KONSUMEN TERHADAP APOTEK
STUDI KASUS PADA APOTEK GEDONG KUNING
YOGYAKARTA

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Penelitian ini bertujuan untuk mengetahui sikap konsumen terhadap Apotek Gedong Kuning Yogyakarta. Jenis penelitian yang dilakukan adalah studi kasus dengan memakai tehnik *accidental sampling*. Adapun tehnik analisis data yang digunakan adalah 1) Analisis persentase, 2) Analisis prioritas kepentingan, 3) Analisis *multiattribute attitude model* (MAM).

Data mengidentifikasi karakteristik konsumen dapat disimpulkan bahwa sebagian besar konsumen Apotek Gedong Kuning Yogyakarta adalah wanita (57 %), berusia diatas 35 tahun (31 %), pendidikan terakhir perguruan tinggi (51 %), pekerjaan pegawai swasta (33 %), dan yang mempunyai penghasilan atau uang saku antara Rp. 500.000,00 sampai Rp. 799.950,00 (34 %). Hasil prioritas kepentingan dapat diketahui dari variabel/atribut fasilitas mempunyai nilai sebesar 395, variabel harga mempunyai nilai sebesar 272, variabel produk mempunyai nilai sebesar 220 dan variabel pelayanan mempunyai nilai sebesar 113.

Variabel/atribut Apotek Gedong Kuning Yogyakarta secara keseluruhan adalah sangat baik karena mempunyai nilai 10,1. Variabel/atribut fasilitas mempunyai selisih *ideal* dan *belief* terkecil yaitu sebesar 0,08; variabel produk sebesar 0,1; variabel harga sebesar 0,12; variabel pelayanan sebesar 0,15. Jadi hubungan konsumen terhadap variabel/atribut dapat dikatakan sangat baik atau masuk kategori sangat baik.

ABSTRACT

ANALYSIS ON CONSUMER'S ATTITUDE TOWARD PHARMACY
A Case Study at Gedong Kuning Pharmacy
Yogyakarta

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This research was aimed to find out the consumer's attitude toward Gedong Kuning Pharmacy, Yogyakarta. The type of this research was a case study using the *accidental as sampling technique*. The techniques for the data analysis used, namely : 1) the precentace analysis, 2) the analysis of importance priority, 3) the analysis of *multiatribute attitude model* (MAM).

The profile of consumer's is that most of Gedong Kuning Pharmacy's consumers (57%) were female, were over 35 years old, 51% had the university degree, 33% were businessman, and 34% had the in come or pocket money between Rp. 500.000,00 and Rp. 795.000,00 The importance priority analisys showed that fasility variable had the value of 395, price variable 272, product variable 220, and service variable 113.

The attribute variable of Gedong Kuning Pharmacy in Yogyakarta were very good because it had the value of 10,1. The attribute variable of facility had the smallest differences between the *ideal and believe*, namely 0.08. While the product, cost and service variable's were 0.1, 0.12, and 0.15 respectively. The relationship between the consumer's and attribute variable's could be said very good or it was in the very good category.