

ABSTRAK

ANALISIS SIKAP KONSUMEN TERHADAP ATRIBUT PRODUK ROKOK CAP KERBAU (Studi Kasus pada PT Kerbau Surakarta)

Aloysius Peter Vianto. SP
Universitas Sanata Dharma
Yogyakarta
2007

Penelitian ini bertujuan untuk mengetahui profil konsumen dan sikap konsumen terhadap atribut produk rokok Cap Kerbau yang meliputi harga, rasa, kemasan, dan merek. Penelitian ini dilakukan di Kotamadya Surakarta, Jawa Tengah. Penelitian ini mengambil 100 responden pria yang merupakan konsumen rokok Cap Kerbau sebagai sampel, dengan metode *Purposive Sampling*.

Teknik pengumpulan data adalah wawancara dan kuesioner. Metode analisis data yang digunakan adalah Analisis Prioritas Kepentingan dan *Multiattribute Attitude Model (MAM)*.

Berdasarkan hasil kuesioner diketahui bahwa semua konsumen yang merupakan sampel penelitian ini adalah pria yang bertempat tinggal di Kotamadya Surakarta. Berdasarkan usia; 21-30 tahun (27 orang), 31-40 tahun (35 orang), dan diatas 40 tahun (38 orang). Berdasarkan status rumah tinggal; yang rumah sendiri (65 orang), kontrak (16 orang), ikut kerabat (19 orang). Dari status pekerjaan; pedagang (37 orang) , pegawai swasta (18 orang), dan lain-lain/ buruh (45 orang). Dari segi penghasilan perbulan; 300.000 - 500.000 (66 orang), 500.000 – 1 juta (34 orang).

Berdasarkan hasil Analisis Prioritas Kepentingan, diketahui bahwa atribut yang paling menentukan sikap konsumen adalah atribut kemasan. Dan dari Analisis *Multiattribute Attitude Model (MAM)*, diketahui bahwa sikap konsumen terhadap atribut produk rokok Cap Kerbau adalah sangat baik.

ABSTRACT

AN ANALYSIS ON THE CONSUMER ATTITUDE TOWARD “CAP KERBAU CIGARRETES” PRODUCT ATTRIBUTES (A Case Study at PT Kerbau Surakarta)

**Aloysius Peter Vianto. SP
Universitas Sanata Dharma
Yogyakarta
2007**

The purpose of this research was to know consumer characteristics and consumer attitudes toward “Cap Kerbau Cigarettes” product attributes, which include: price, taste, product package, and merk. This research was conducted at Surakarta in Central Java Province. This research was conducted on 100 respondents, who were the consumers of Cap Kerbau cigarettes, as the sample. The sample technique was Purposive Sampling Method.

The data gathering techniques used was interviews and questionnaire. The data analysis technique used was: The Importance Priority Analysis, and The Multiattribute Attitude Model (MAM).

Results show that all of the consumers were male, lived at Surakarta, aged between 21-30 years old (27 persons), aged between 31-40 years old (35 persons), and aged more than 40 years old (38 persons). In terms of house ownership 65 persons had their own house, 16 persons rent house, 19 persons stay in their families. In terms of employment 37 persons as a merchant, 18 persons as an employees, and 45 persons were of other jobs. In terms of income 66 persons earned Rp. 300.000,- until Rp. 500.000,-/month, 34 persons earned Rp. 500.000,- until Rp. 1.000.000,-.

Results show that the most influential attribute was the product package. The Multiattribute Attitude Model Analysis shows consumers attitude towards the product was very positive.