

## **ABSTRAK**

### **ANALISIS SIKAP KONSUMEN TERHADAP ATRIBUT PRODUK SHAMPOO SUNSILK**

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Tujuan dari penelitian ini adalah untuk mengetahui (1) atribut yang paling kuat menentukan sikap konsumen dalam melakukan pembelian produk shampoo Sunsilk (2) sikap konsumen terhadap atribut shampoo Sunsilk.

Teknik pengumpulan data yang digunakan adalah kuesioner. Sampel penelitian berjumlah 100 responden. Teknik pengambilan sampel menggunakan teknik *purposive sampling*. Untuk mengetahui sikap konsumen terhadap produk shampoo Sunsilk digunakan analisis Multiattribute Attitude Model (MAM) dan untuk mengetahui atribut produk shampoo Sunsilk yang paling diutamakan konsumen digunakan analisis prioritas kepentingan.

Dari analisis MAM diketahui bahwa sikap konsumen terhadap produk shampoo Sunsilk di Universitas Sanata Dharma adalah positif. Sedangkan atribut yang paling diutamakan oleh konsumen adalah atribut kualitas produk.

## **ABSTRACT**

### **ANALYSIS ON CONSUMER'S ATTITUDE TOWARD THE ATTRIBUTES OF SHAMPOO PRODUCT OF SUNSILK**

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The objectives of this research were to know (1) the most dominant attribute that determines consumers in making purchase on the shampoo product of Sunsilk, (2) the consumers' attitude toward the attributes of shampoo product of Sunsilk.

The data gathering technique used is questionnaire. The sample involves 100 respondents at Sanata Dharma University. The sample is taken by using purposive sampling technique. To know the consumers' attitude toward the shampoo product of Sunsilk, it is used Multiattribute Attitude Model (MAM), while to know the attribute considered by the consumer as the first priority it is of interest.

Based on the MAM analysis by the consumer it is known that the attitude of the consumers in Sanata Dharma University toward the shampoo product of Sunsilk is positive. While the attribute regarded by the consumer as the most dominant was the product quality.