

ABSTRAK

**PERSEPSI KONSUMEN TERHADAP
VARIABEL MARKETING MIX
PASTA GIGI PEPSODENT
“Studi kasus Toserba Mirota Kampus
Jl. C. Simanjuntak No. 70 Yogyakarta”**

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Tujuan penelitian ini adalah untuk mengetahui bagaimana persepsi konsumen terhadap variabel *marketing mix* pasta gigi Pepsodent White 120 gram, dan untuk mengetahui apakah ada perbedaan persepsi konsumen ditinjau dari tingkat usia konsumen, dari tingkat pendapatan konsumen, dan dari tingkat pendidikan konsumen.

Data yang dicari meliputi gambaran umum perusahaan, persepsi konsumen terhadap variabel *marketing mix* produk pasta gigi Pepsodent White 120 gram.

Teknik analisis data yang digunakan untuk mengetahui persepsi konsumen terhadap variabel *marketing mix* produk pasta gigi Pepsodent White 120 gram menggunakan program SPSS versi 15.0 *for windows* dengan metode One-Way ANOVA.

Berdasarkan analisis data persepsi konsumen terhadap variabel *marketing mix* produk pasta gigi Pepsodent White 120 gram, maka diperoleh kesimpulan: Persepsi konsumen terhadap variabel *marketing mix* pasta gigi Pepsodent White 120 gram adalah baik, dan ada perbedaan persepsi konsumen ditinjau dari tingkat usia konsumen, dari tingkat pendapatan konsumen, dan dari tingkat pendidikan konsumen.

ABSTRACT

CONSUMERS PERCEPTION TO THE MARKETING MIX VARIABLE OF PEPSODENT TOOTHPASTE PRODUCTS A case study in Mirota Kampus Store Jl. C. Cimanjuntak No. 70 Yogyakarta

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The aims of the research were to know how consumers' perception to the marketing mix variable of pepsodent white 120 gram toothpaste and to know if there were differences on consumers' perception based on ages, incomes and education of the consumers.

The data of the research were general illustration of the company and consumers' perception to the marketing mix variable of pepsodent white 120 gram toothpaste products.

Data analysis technique used to know consumers' perception to the marketing mix variable of pepsodent white 120 gram toothpaste products was SPSS program, 15.0 versions for windows with One Way ANOVA method.

Based on the data analysis, it could be concluded that the consumers' perception to the marketing mix variable of pepsodent white 120 gram toothpaste products was good and there were differences on consumers perception based on the ages, incomes and education of consumers.