

ABSTRAK
ANALISIS SIKAP KONSUMEN
TERHADAP ATRIBUT PAKET KREDIT SEPEDA MOTOR YAMAHA
Studi kasus pada dealer sepeda motor Yamaha Utama Kalasan

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Tujuan penelitian ini adalah untuk mengetahui karakteristik konsumen, atribut yang dianggap paling penting oleh konsumen, dan sikap konsumen terhadap atribut paket kredit sepeda motor Yamaha. Penelitian ini dilakukan di PT. Yamaha Utama Kalasan, Yogyakarta.

Teknik pengumpulan data dengan menggunakan wawancara dan kuesioner. Sampel yang digunakan adalah konsumen pengambil kredit sepeda motor Yamaha dengan jumlah 100 responden, dengan menggunakan metode *Accidental Sampling*. Teknik analisis data yang digunakan untuk mengetahui karakteristik konsumen adalah **Analisis Persentase**, untuk atribut yang paling penting oleh konsumen digunakan **Analisis Prioritas Kepentingan**, dan untuk mengetahui sikap konsumen digunakan **Analisis Multiatribut Attitude Model**.

Hasil yang diperoleh dari analisis masalah pertama, persentase terbesar yaitu; pria, usia 28 - 35 tahun, lulusan SMU/SMK, pegawai negeri, penghasilan Rp 500.000 - Rp 1000.000, status menikah, dan jenis kendaraan lain Honda. Dari analisis masalah kedua diketahui bahwa atribut harga kredit, atribut syarat kredit, atribut fasilitas kredit, atribut promosi kredit, atribut hukum kredit, dan atribut distribusi kredit. Dari analisis masalah ketiga dengan analisis Multiatribut Attitude Model diperoleh hasil bahwa sikap konsumen secara keseluruhan terhadap atribut paket kredit adalah sangat baik atau positif.

ABSTRACT

The Analysis Of Consumers Attitude Toward The Atributes Of Yamaha Motorcycle Credit Package

The Case Study On Yamaha Utama Kalasan

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The aims of this research are: 1) to understand the characteristic of consumers, 2) which attribute is considered as the most important, and 3) to describe their attitude toward the Yamaha motorcycle credit package. The research was held at PT. Yamaha Utama Kalasan, Yogyakarta.

Interview and questionnaire techniques were used in this research in order to obtain data. A sample of 100 users of the Yamaha motorcycle credit package were chosen as respondents of the research. **Percentage Analysis** was used to analyze the data, especially to understand the characteristics of the consumers. To identify which attribute was considered as the most important, **Urgency Priority Analysis** was used. **Multi- attribute Attitude Model** was used to understand the consumers attitude.

The analysis of the first problem resulted in the following profile of consumers: men, age 28-35 years, SMU/SMK graduates, goverment employees, average income between Rp500.000-Rp1000.000, married, and having Honda as alternative motorcycle. Of the attributes investigated, the credit price attribute was considered as the most important attribute, followed by the credit conditions, the credit facility, the credit promotions, the credit regulations, and the credit distribution. The result of the analysis of the third problem was that the attitude of most of the consumers toward the credit package of Yamaha motorcycle was very good and positive.