ABSTRAK

ANALISIS SIKAP KONSUMEN TERHADAP ATRIBUT PRODUK ALAT MUSIK
Studi Kasus Pada Diana Music Yogyakarta

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Penelitian ini bertujuan untuk mengetahui sikap konsumen terhadap atribut produk alat musik pada Diana *Music* Yogyakarta. Atribut produk hanya dibatasi pada lokasi toko, promosi dan pelayanan karyawan.

Metode penentuan sampel dengan menggunakan metode *incidental sampling,* dengan jumlah sampel yang digunakan sebanyak 30 respoden. Analisis *Multiattribute Attitude Model* digunakan untuk mengukur sikap konsumen terhadap atribut produk alat musik pada Diana *Music* Yogyakarta.

Berdasarkan analisis prioritas tingkat kepentingan diperoleh hasil bahwa, responden menganggap atribut pelayanan merupakan atribut yang paling penting daripada dua atribut lainnya.

Berdasarkan analisis selisih skor rata-rata antara ideal dan belief diperoleh hasil bahwa atribut pelayanan mempunyai skor selisih yang paling kecil dibandingkan dua atribut lainnya yaitu sebesar 0,086. Ini dapat diartikan bahwa atribut pelayanan yang diharapkan konsumen relatif paling sesuai dengan yang diyakini konsumen dibandingkan dengan dua atribut lainnya.

Berdasarkan analisis *Multiatribute Attitute Model* diperoleh total skor sikap sebesar 6,55. Hasil ini mencerminkan bahwa sikap responden terhadap atribut produk alat musik pada Diana *Music* di Yogyakarta secara keseluruhan cenderung sangat setuju karena berada pada interval 0 – 24.

Kata Kunci: Sikap konsumen, atribut produk, lokasi, promosi, pelayanan karyawan.

ABSTRACT

CONSUMER ATTITUDE ANALYSIS TOWARD MUSIC INSTRUMENTS PRODOCT
A Case Study at Diana Music Yogyakarta

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This research purposed to know about consumers attitudes toward the attribute of music instruments products at Diana Music Yogyakarta. Products attributes just being observed were store's location, promotion and employees' service.

Sampling Method used by sampling insidental method, employing as many as 30 respondents. Multiattribute Attitude Model Analysis was used in measuring consumers' attitudes toward music instruments product attribute at Diana Music Yogyakarta.

Based on level of importance priority analysis, the research found that respondents regarded the service attribute as the most important attribute than the two others attributes.

Based on average score difference analysis between ideal and belief, the research foundthat service's attribute that had the smallest difference score than the two others attributes was 0,086. It can be explained that service attribute needed by consumer than with the two others attribute.

Bassed on Multiattribute Attitude Model, the research found that total of attitude score were 6.55. These result showed that respondents attitudes toward music instruments product at Diana Music in Yogyakarta as awhole tend to be very much positive because it was within 0-24 interval.

Keywords: Consumers' attitude, product attribute, location, promotion. consumers' service.