

ABSTRAK

ANALISIS PERBEDAAN LOYALITAS KONSUMEN MENURUT STATUS SOSIAL TERHADAP HANDPHONE SAMSUNG

Tujuan yang ingin dicapai dalam penelitian ini adalah untuk mengetahui perbedaan loyalitas konsumen menurut status sosial terhadap Handphone Samsung di Kota Yogyakarta. Metode penelitian yang digunakan penulis adalah studi kasus, metode pengambilan sampel, metode pengumpulan data, metode pengukuran data, metode analisis data dan pengujian hipotesis.

Ada tiga temuan utama yang penulis peroleh dari penelitian ini adalah (1) dari hasil analisis data dapat disimpulkan bahwa tingkat loyalitas konsumen terhadap Handphone Samsung di Kota Yogyakarta sangat tinggi; (2) ada perbedaan tingkat loyalitas ditinjau dari pendapatan konsumen dan pendidikan konsumen. Ini berarti ada perbedaan tingkat loyalitas terhadap Handphone Samsung menurut status sosial konsumen di Kota Yogyakarta; (3) dari hasil penelitian diketahui bahwa yang paling loyal dilihat dari segi pendapatan dan pendidikan adalah konsumen golongan menengah bawah daripada konsumen golongan menengah atas.

ABSTRACT

ANALYSIS OF CONSUMER LOYALTY BASED ON THE SOCIAL STATUS TO SAMSUNG HAND PHONE

The aim of the research was to identify differentiation of consumer loyalty based on their social status to the Samsung Hand phone in Yogyakarta. The research method which was used by writer was case study, sample collection, data collection, data measurement, data analysis and hypothesis test.

There were three main findings which had been obtained in the research, as follows: (1) according to the data analysis could be concluded that the level of consumer loyalty to the Samsung Hand phone in Yogyakarta was very high; (2) it had the loyalty differentiation level based on the consumer income and their education level. The meaning that it had the loyalty differentiation level to the Samsung Hand phone according to the social status of consumer in Yogyakarta; (3) based on the analysis could be identified that social status most loyal according to the income and education were the under medium level of consumer than the high level status.