ABSTRAK

ANALISIS SIKAP KONSUMEN KOMPUTER
TERHADAP VARIABEL MARKETING MIX
STUDI KASUS PADA PERFECT COMPUPART YOGYAKARTA

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2003

Penelitian ini bertujuan untuk mengetahui sikap konsumen komputer terhadap Variabel Marketing Mix di Perfect CompuPart Yogyakarta. Jenis Penelitian yang dilakukan adalah studi kasus dengan memakai teknik *Incidental Sampling*. Adapun teknik analisis data yang digunakan adalah 1) Analisis Persentase. 2) Analisis Prioritas Kepentingan. 3) Analisis *Multiattribute Attitude Model* (MAM).

Data mengindentifikasi karekteristik konsumen dapat disimpulkan bahwa sebagian besar konsumen Perfect CompuPart Yogyakarta adalah Pria (84 %), berusia 22 – 27 tahun (47%), berpendidikan terakhir SMU (78 %), pekerjaan mahasiswa/pelajar (76%), berpenghasilan atau uang saku < Rp. 499.950 (44%). Hasil prioritas kepentingan variabel dapat diketahui dari variabel produk mempunyai mempunyai nilai 367, variebel harga mempunyai nilai 307, variabel tempat mempunyai nilai 148, dan variabel promosi mempunyai nilai 178.

Variabel Marketing Mix (Produk, Harga, Tempat, dan Promosi) Perfect CompuPart Yogyakarta secara keseluruhan adalah sangat memuaskan atau sangat baik karena mempunyai nilai 58,1. Variabel / atribut Produk mempunyai selisih *ideal* dan *belief* terkecil yaitu sebesar 0,41 ; Variabel Promosi sebesar 0,61 ; Variabel Tempat sebesar 0,70 ; Variabel Harga sebesar 0,75. Jadi hubungan konsumen terhadap variabel Marketing Mix (Produk, Harga, Tempat dan Promosi) dapat dikatakan sangat memuaskan. atau sangat baik.

ABSTRACT

AN ANALISIS ON THE ATTITUDE OF THE COMPUTER CONSUMENT TOWARD THE VARIABLE OF MIX MARKETING A CASE STUDY AT PERFECT COMPUPART YOGYAKARTA

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This research aimed to find out the attitude of the computer consument toward the variable of mix marketing at Perfect CompuPart Yogyakarta. The research was a case study. There were 100 respondents taken as the sample by using the Incidental Sampling technique. The data analysis technique were 1) Percentage Analysis, 2) Interest Priority Analysis, 3) Multiattribute Attitude Model (MAM) Analysis.

The data showed that the most of consumer of Perfect CompuPart Yogyakarta were Male (84 %), 22 to 27 years of age (44%), Senior high school graduate (78%), College student (76 %), have income or pocket money of < Rp 499.950 (44 %). The result of variable interest priority could be seen from product value variable of 367, price variable of 307, place variable of 148, promotion variable of 178.

As a whole, the variable of mix marketing (product, price, place, promotion) of Perfect CompuPart Yogyakarta was very satisfied or very good because it had score of 58,1. The product variable had an ideal difference and the smallest belief of 0,41; Promotion variable was 0,61; Place variable was 0,70; and price variable was 0,75. Therefore, the relation between the consumer and the variable of mix marketing (product, price, place, promotion) was very good and very satisfied