

## **ABSTRAK**

### **ANALISIS HUBUNGAN ANTARA SIKAP KONSUMEN TERHADAP ATRIBUT PRODUK KOSMETIKA DENGAN KEPUTUSAN PEMBELIAN**

Studi Kasus : Pada Counter Kosmetika Sara Lee  
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Penelitian ini bertujuan untuk mengetahui adanya hubungan antara sikap konsumen dengan merk, kemasan, harga dan kualitas produk serta mengetahui sikap konsumen terhadap merk, kemasan, harga dan kualitas produk dengan keputusan pembelian.

Penelitian ini dilaksanakan pada counter kosmetika Sara Lee di Jl. Taman Siswa No. 150 Yogyakarta mulai bulan Juli 2002 sampai dengan Agustus 2002. Sampel dalam penelitian ini sebanyak 40 responden dengan teknik pengambilan sampel insidental. Teknik pengumpulan yang digunakan adalah kuesioner, wawancara, observasi, dan dokumentasi. Sedangkan teknik analisis data yang digunakan adalah (1) Analisis *Chi Square* dan, (2) Analisis Koefisien Kontingensi.

Kesimpulan dari penelitian ini adalah : (1) Ada hubungan yang kuat antara sikap konsumen terhadap merk produk dengan keputusan pembelian. (2) Ada hubungan yang kuat antara sikap konsumen terhadap kemasan produk dengan keputusan pembelian. (3) Ada hubungan yang kuat antara sikap konsumen terhadap harga produk dengan keputusan pembelian dan (4) Ada hubungan yang kuat antara sikap konsumen terhadap kualitas produk dengan keputusan pembelian.

## **ABSTRACT**

### **AN ANALYSIS THE RELATION BETWEEN CUSTOMERS' ATTITUDE TOWARD THE ATTRIBUTES OF COSMETICS PRODUCT AND BUYING DECISION**

A Case Study at "Sara Lee" Cosmetics Counter  
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This study were aimed to investigate the relationship between customers' behavior toward the brand, package, price, and quality of the product and the buying decision and to investigate customers' behavior to the brand, package, price and quality of product and buying decision.

This study was conducted at "Sara Lee" cosmetics counter, Taman Siswa Street, No.150, Yogyakarta started from July 2002 until Augusst 2002. The samples of study were amounted 40 respondents. The sampling technique used was incidental. The techniques of data collection used were questionare, interviews, observation and documentation. Meanwhile, the data analysis was conducted by using (1) *Chi Square* and (2) Contingency Coefficient Analysis.

The conclusions of the study were: (1) There was a strong relationship between customers' behavior toward the brand of the product and buying decision. (2) There was strong relationship between customers' behavior toward product package and buying decision. (3) There was a strong relationship between customers' behavior toward the price of the product and buying decision and (4) There was a strong relationship between customers' behavior toward the quality of the product and buying decision.