

ABSTRAK

ANALISIS PERILAKU KONSUMEN TERHADAP PRODUK KENDARAAN ISUZU PANTHER DALAM PROSES PENGAMBILAN KEPUTUSAN PEMBELIAN

Studi kasus terhadap Konsumen Produk Kendaraan Isuzu Panther di Yogyakarta

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Tujuan penelitian adalah untuk mengetahui: 1) karakteristik konsumen yang diteliti, 2) perilaku konsumen terhadap produk kendaraan Isuzu Panther. Populasi dari penelitian ini adalah konsumen yang telah memiliki kendaraan Isuzu Panther dan berdomisili di Yogyakarta. Jumlah sampel yang digunakan dalam penelitian ini adalah 60 responden dengan teknik pengambilan sampel yang digunakan adalah purpose sampling dan aksidental sampling. Teknik pengumpulan data yang digunakan adalah kuesioner, wawancara, observasi, dan dokumentasi. Teknik analisis data yang digunakan: 1) analisis persentase, 2) dan analisis Fishbein (regresi).

Hasil penelitian menunjukkan bahwa: 1) Persentase terbesar konsumen Isuzu Panther adalah pria sebanyak 66.7%, usia antara 35 tahun – 40 tahun sebanyak 38.7%, berstatus menikah sebanyak 75%, dengan tingkat pendidikan perguruan tinggi (PT) sebanyak 58.3%, pekerjaan wiraswasta sebanyak 56.7%, dan berpenghasilan kurang dari RP 5.000.000 sebanyak 71.7%, 2) Dengan analisis Fishbein diperoleh hasil sebesar 124.4, nilai ini menunjukkan bahwa perilaku konsumen terhadap produk kendaraan Isuzu Panther termasuk dalam kategori positif.

ABSTRACT

AN ANALYSIS OF CONSUMERS' BEHAVIOR TOWARD THE PRODUCT OF "ISUZU PANTHER" VEHICLE IN THE PROCESS OF TAKING DECISION OF PURCHASE

A Case Study toward the Consumers of "Isuzu Panther" Vehicle
Product in Yogyakarta

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The purposes of this research were to find out: 1) the consumers' characteristic that were researched, 2) the consumers' behavior toward the product of "Isuzu Panther" vehicle. The population of this research was the consumers who had "Isuzu Panther" vehicle and stayed in Yogyakarta. The number of samples used in this research were 60 respondents with the techniques of sample taking used were purpose sampling and accidental sampling techniques. The techniques of data collecting used were questionnaire, interview, observation, and documentation. The techniques of data analysis used were: 1) presentation analysis, 2) and Fishbein's analysis (regression).

The result of this research indicated that: 1) The biggest percentage of consumers of "Isuzu Panther" was male as much as 66.7%, at the age around 35 to 40 years old was 38.7%, with marriage status was 75%, at the educational level of college was 58.3%, the job as the entrepreneur was 56.7%, and the income less than Rp. 5.000.000 was 71.7%, 2) By Fishbein's analysis, it was obtained the result as much as 124.4, this value indicated that consumers' behavior toward the product of "Isuzu Panther" vehicle was in the positive category.