

## ABSTRAK

### PERSEPSI KONSUMEN TERHADAP TOSERBA & SWALAYAN “MITRA” KLATEN

IG. RIWI WINANTIKO  
UNIVERSITAS SANATA DHARMA  
YOGYAKARTA  
2002

Penelitian ini bertujuan untuk mengetahui persepsi konsumen terhadap Toserba & Swalayan “Mitra” Klaten berdasarkan jenis kelamin, usia, tingkat pendidikan, jenis pekerjaan dan tingkat pendapatannya. Jenis penelitian adalah studi kasus, dengan lokasi di Toserba & Swalayan “Mitra” Klaten, Jalan Pemuda Utara, no : 78 Bareng Klaten.

Populasi penelitian adalah konsumen yang berkunjung ke Toserba & Swalayan “Mitra” Klaten. Jumlah sampel yang digunakan dalam penelitian seratus orang. Teknik pengambilan sampel yang digunakan adalah “*Judgment Sampling*”, yaitu pengambilan sampel berdasarkan pada pertimbangan-pertimbangan obyektif peneliti.

Teknik pengumpulan data dilakukan dengan cara, observasi, wawancara dan kuesioner. Data di analisis dengan ANOVA dan *Multiple Comparison Test* ( Uji Perbandingan Ganda ).

Dari analisa data dapat diperoleh hasil sebagai berikut. Pertama. Persepsi konsumen secara keseluruhan terhadap Toserba & Swalayan “Mitra” Klaten berdasarkan jenis kelamin laki-laki, usia tua di atas tigapuluh lima tahun, lulusan sarjana, jenis pekerjaan swasta dan pendapatan di atas dan termasuk dua juta rupiah, lebih positif. Kedua. Ada perbedaan persepsi konsumen secara keseluruhan terhadap Toserba & Swalayan “Mitra” Klaten yaitu: usia muda limabelas sampai duapuluh lima tahun dengan usia dewasa duapuluh enam sampai tigapuluh lima tahun dan usia tua di atas tigapuluh lima tahun; lulusan SLTP dan di bawahnya dengan lulusan diploma dan sarjana; pekerjaan swasta dengan pelajar atau mahasiswa; pendapatan di bawah tigaratus limapuluh ribu rupiah dengan pendapatan antara, dan termasuk tigaratus limapuluh ribu rupiah dan satu juta rupiah dan pendapatan di atas dan termasuk dua juta rupiah.

## ABSTRACT

### CONSUMERS' PERCEPTION TOWARD "MITRA" SUPERMARKET AND DEPARTMENT STORE, KLATEN

IG. RIWI WINANTIKO  
SANATA DHARMA UNIVERSITY  
YOGYAKARTA

2002

The aim of this research was to know the consumers' perception toward "Mitra" Supermarket and Department Store, Klaten based on their sex, age, educational, kinds of job, and income level. This research was a case study, conducted at "Mitra" Supermarket and Department Store, Klaten, Jalan Pemuda Utara, no: 78 Bareng, Klaten.

The research population was the consumers who visit to "Mitra" Supermarket and Department Store, Klaten. The samples used for the research were one hundred respondents and they were taken by the *Judgment Sampling* method, that was the sample technique to collect the data based on the writer's objective consideration.

The data collecting technique used were observation, interviews, and questionnaire. The data were analyzed by ANOVA and Multiple Comparison Test (*Uji Perbandingan Ganda*).

From the data analysis, it could be concluded as follows: (1). Generally, the consumers' perception toward "Mitra" Supermarket and Department Store, Klaten especially they who were males, adult over thirty-five years old, university graduated, private workers and income over two million rupiahs, were positive. (2). Generally, there were some differences on the consumers' perception toward "Mitra" Supermarket and Department Store, Klaten; they were young people aged around fifteen to twenty-five years old with adult around twenty-six to thirty-five years old and adult over thirty-five years old; junior high school graduated and below it with diploma and bachelor graduated; private workers with students or university students; income below three hundred and fifty thousand rupiahs with income between three hundred and fifty thousand rupiahs and one million rupiahs and over two million rupiahs.