

## ABSTRAK

### ANALISIS SIKAP KONSUMEN TERHADAP MATAHARI *DEPARTEMENT STORE* KLATEN, 2001

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Penelitian ini bertujuan untuk mengetahui: 1). profil konsumen dalam berbelanja di Matahari *Departement Store* Klaten, 2001, 2). sikap konsumen terhadap Matahari *Departement Store* Klaten 3). perbedaan sikap konsumen terhadap atribut produk, harga, lokasi, pelayanan di Matahari *Departement Store* Klaten menurut tingkat pendidikan, 4). perbedaan sikap konsumen terhadap atribut produk, harga, lokasi, pelayanan di Matahari *Departement Store* Klaten menurut jenis kelamin, 5). perbedaan sikap konsumen terhadap atribut produk, harga, lokasi, pelayanan di Matahari *Departement Store* Klaten menurut tingkat penghasilan.

Populasi penelitian ini adalah seluruh konsumen Matahari *Departement Store* Klaten. Jumlah sampel yang diambil sebanyak 90 responden. Tehnik pengumpulan data yang digunakan adalah kuesioner, observasi, wawancara. Sedangkan pengolahan data dilakukan dengan Analisis Prosentase, Analisis Nilai Tengah, dan ANOVA.

Hasil penelitian menunjukkan bahwa:

1. Responden yang berbelanja di Matahari *Departement Store* Klaten sebagian besar berusia 15-24 tahun sebesar 47,78%; berstatus pekerjaan sebagai wiraswasta sebesar 44,44%; berpenghasilan lebih dari Rp. 700.000,00 sebesar 34,44%; jumlah pria sebesar 50%, wanita sebesar 50%; berpendidikan PT sebesar 33,33% dan berpendidikan SMU sebesar 33,33%.
2. Sebagian besar responden (72,22%) ternyata mempunyai sikap positif terhadap Matahari *Departement Store* Klaten.
3. Ada perbedaan sikap konsumen terhadap atribut produk, harga, lokasi, pelayanan di Matahari *Departement Store* Klaten menurut tingkat pendidikan (F-Prob. sebesar 0,010 lebih kecil daripada 0,05)
4. Tidak ada perbedaan sikap konsumen terhadap atribut produk, harga, lokasi, pelayanan di Matahari *Departement Store* Klaten menurut jenis kelamin (F-Prob. sebesar 0,224 lebih besar daripada 0,05)
5. Ada perbedaan sikap konsumen terhadap atribut produk, harga, lokasi, pelayanan di Matahari *Departement Store* Klaten menurut tingkat penghasilan (F-Prob. sebesar 0,031 lebih kecil daripada 0,05).

## ABSTRACT

### AN ANALYSIS OF CONSUMERS' ATTITUDE TOWARD "MATAHARI" DEPARTMENT STORE, KLATEN, 2001

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This research was purposed to know: 1). consumer' profiles who shopped at "Matahari" Department Store, Klaten, 2). the consumers' attitude toward "Matahari" Departement Store, Klaten, 3). the difference of consumers' attitude toward the attributes of product, price, location, and service at "Matahari" Department Store, Klaten according to the level of education, 4). the difference of consumers' attitude toward the attributes of product, price, location, and service at " Matahari" Department Store Klaten, according to the sex, 5). the difference of consumers' attitude toward the attributes of product, price, location, and service at "Matahari" Department Store, Klaten according to income level.

The population of this research covered all of the consumers at "Matahari" Department Store, Klaten. The samples were 90 respondents. The data gathering techniques were questionnaire, observation, interview. The data analysis techniques were Percentage Analysis, Middle Value Analysis, Variant Analysis (ANOVA).

The results of this research were:

- 1). Respondents who shopped at "Matahari" Department Store, Klaten mostly were 15-24 years old (47,78%), entrepreneurs (44,44%), having income more than Rp.700.000,00 (34,44%), 50% of men and 50% of woman, were university graduate (33,33%) and senior high school graduate (33,33%)
- 2). Most of the respondents (72,22%) had a positif attitude toward at "Matahari" Department Store Klaten
- 3). The were no difference on consumers' attitude toward the attributes of product, price, location, and service at "Matahari" Department Store, Klaten according to level of education (F-Prob. = 0,010 was lower than the significant level of 5%)
- 4). There were no difference on consumers' attitude toward the attributes of product, price, location, and service at "Matahari" Department Store, Klaten according to the sex ( F-Prob. = 0,224 was higher than the significant level of 5%)
- 5). There were no difference on consumers' attitude toward the attributes of product, price, location, and service at "Matahari" Department Store, Klaten according to the income level (F-Prob. = 0,031 was lower than the significant level of 5%)