

ABSTRAK

ANALISIS SIKAP KONSUMEN TERHADAP ATRIBUT- ATRIBUT KARTU PRA BAYAR proXL DI YOGYAKARTA

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2003

Penelitian ini bertujuan untuk mengetahui: a). Profil konsumen terhadap atribut-atribut proXL serta bagaimana sikap konsumen terhadap atribut-atribut proXL. b). Perbedaan sikap konsumen terhadap atribut-atribut menurut jenis kelamin, usia, tingkat pendidikan, pekerjaan, dan tingkat penghasilan. c). Atribut mana yang dipilih konsumen dalam keputusan pembelian proXL.

Populasi penelitian ini adalah seluruh konsumen proXL yang berkunjung ke MaCell. Jumlah sample yang diambil sebanyak 100 responden. Teknik pengumpulan data yang digunakan adalah kuesioner, observasi, wawancara. Sedangkan untuk pengolahan data digunakan Analisis Persentase, Uji Multiattribute Attitude Model, Uji Chi Square, Analisis Kepentingan.

Hasil penelitian menunjukkan bahwa:

1. Sebagian besar responden (98,55%) ternyata mempunyai sikap yang positif terhadap kartu pra bayar proXL.
2. Tidak ada perbedaan sikap konsumen terhadap proXL ditinjau dari jenis kelamin (χ^2 hitung sebesar 0,673 lebih kecil daripada harga χ^2 tabel sebesar 3,841), ada perbedaan sikap konsumen terhadap proXL ditinjau dari segi usia (χ^2 hitung 13,420 lebih besar daripada harga χ^2 tabel sebesar 7,815), tidak ada perbedaan sikap konsumen terhadap proXL ditinjau dari tingkat pendidikan (χ^2 hitung sebesar 1,139 lebih kecil daripada harga χ^2 tabel sebesar 9,488), ada perbedaan sikap konsumen terhadap proXL ditinjau dari pekerjaan (χ^2 19,192 hitung lebih besar daripada harga χ^2 tabel sebesar 11,070.), tidak ada perbedaan sikap konsumen terhadap proXL ditinjau dari tingkat penghasilan (χ^2 hitung sebesar 1,876 lebih kecil daripada harga χ^2 tabel sebesar 5,991).
3. Konsumen cenderung memilih atribut fasilitas yang terdapat pada proXL dalam melakukan keputusan pembelian.

ABSTRACT

AN ANALYSIS OF CONSUMERS' ATTITUDE TOWARD THE PRODUCT ATTRIBUTES OF "proXL" IN YOGYAKARTA

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This research was purposed to know: a). consumers' profiles and the consumers' attitude toward the attributes of "proXL". b). The difference consumers' attitude toward the attributes of according to the sex, age, the level of education, the occupation, and to income level. c). The Attributes that have influenced the consumers' in deciding to purchase the "proXL" product.

The population of this research covered all of the consumers' "proXL" in "MaCell". The samples were 100 respondents. The data gathering techniques used were questionnaire, observation, interviews. The data analysis techniques used were percentage analysis, Multiattribute Attitude Model (MAM), and Chi Square.

The results of this research were:

1. Most of the respondents (98.55%) had a positive attitude toward "proXL".
2. There were no differences on consumers' attitude toward the "proXL" according to the sex (χ^2 count 0,673 was lower than χ^2 table 3,841). There were some differences on consumers' attitude toward the the "proXL" according to the age (χ^2 count 13,420 was higher than χ^2 table 7,815). There were no differences on consumers' attitude toward the "proXL" according to the level of education (χ^2 count 1,139 was lower than χ^2 table 9,488). There were differences on consumers' attitude toward the "proXL" according to the level of work (χ^2 count 19,192 was higher than χ^2 table 11,070). There were no differences on consumers' attitude toward the "proXL" according to the income level (χ^2 count 1,876 was lower than χ^2 table 5,991).
3. The consumers' tended to select the attribute of facilities of the "proXL" ini deciding to purchase the "proXL" product.