

ABSTRAK

ANALISIS SIKAP KONSUMEN TERHADAP PRODUK SABUN DETERJEN

**Studi Kasus : Desa Tegaltirto, Kec. Berbah, Kab. Sleman,
Daerah Istimewa Yogyakarta**

LUCIA NURWIDIHAPSARI
Universitas Sanata Dharma
Yogyakarta
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Penelitian ini bertujuan untuk mengetahui 1) Sikap konsumen terhadap produk sabun deterjen So-Klin. 2) Pengaruh tingkat pendidikan terhadap sikap konsumen mengenai produk sabun deterjen So-Klin. 3) Pengaruh tingkat pendapatan terhadap sikap konsumen mengenai produk sabun deterjen So-Klin. 4) Pengaruh tingkat usia terhadap sikap konsumen mengenai produk sabun deterjen So-Klin. Penelitian ini dilakukan terhadap konsumen sabun deterjen So-Klin di Desa Tegaltirto, Kec. Berbah, Kab. Sleman, Daerah Istimewa Yogyakarta.

Penelitian dilakukan pada bulan Agustus sampai dengan bulan September 2002. Teknik pengumpulan data yang digunakan adalah kuesioner. Populasi dalam penelitian ini meliputi seluruh konsumen yang memakai produk sabun deterjen So-Klin. Sampel penelitian berjumlah 100 orang yang ditentukan dengan metode *purposive sampling*. Teknik analisis data yang digunakan adalah Analisis Kuantitatif dan ANAVA (Analisis Varian).

Hasil dari penelitian menunjukkan bahwa 1) Karakteristik konsumen yang paling banyak memakai produk sabun deterjen So-Klin adalah konsumen yang memiliki tingkat pendidikan SMU/SMK 51%, mempunyai tingkat pendapatan menengah 41%, dan tingkat usia dewasa 42%. 2) Berdasarkan tingkat pendidikan, tingkat penghasilan, dan tingkat usia terhadap harga, produk, pelayanan sikap konsumen cenderung menerima sabun deterjen So-Klin.

ABSTRACT

AN ANALYSIS OF CONSUMERS' ATTITUDE TOWARD DETERGENT SOAP PRODUCT

**A Case Study : Tegaltirto Village, Berbah District, Sleman Regency,
Special Region of Yogyakarta**

LUCIA NURWIDIHAPSARI

University of Sanata Dharma

Yogyakarta

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The research was aimed to know : 1). consumers' attitude toward detergent soap product of "So-Klin". Second, 2). the effect of educational level toward consumers' attitude about detergent soap product of "So-Klin". 3). the effect of income level toward consumers' attitude about detergent soap product of "So-Klin". 4) the effect of age level toward consumers' attitude about detergent soap product of "So-Klin". This investigation was carried out to the consumers of detergent soap of So-Klin in Tegaltirto Village, Berbah District, Sleman Regency, Special Region of Yogyakarta.

The research was conducted from August to September 2002. The data collection technique used was questionnaires. The population within this research included all of the consumers who used detergent soap product of "So-Klin". The amount of research sample was 100 people who were determined with *purposive sampling* method. The data analysis technique used was Quantitative Analysis and ANAVA (Analysis of Variance).

The results of the research showed two main conclusions. First, the characteristics of consumers who most often used detergent soap product of "So-Klin" was consumers whose educational level in the amount of 51% attained Senior High School or Vocational High School, 41% at middle income level, and 42% in mature age level. Second, on the basis of educational level, income level and age level toward price, product, and service, consumers' attitude tended to accept detergent soap product of "So-Klin".