

ABSTRAK

ANALISIS KEPUASAN KONSUMEN TERHADAP ATRIBUT SEPEDA MOTOR HONDA DITINJAU DARI JENIS KELAMIN, PEKERJAAN, PENGHASILAN, DAN TINGKAT PENDIDIKAN

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Penelitian ini bertujuan untuk mengetahui ; 1) bagaimana kepuasan konsumen terhadap atribut sepeda motor Honda. 2) apakah ada perbedaan kepuasan konsumen menurut jenis kelamin, pekerjaan, penghasilan, dan tingkat pendidikan.

Penelitian ini dilaksanakan di desa Banyurejo, Tempel, Sleman. Responden yang diambil 80 orang. Sedangkan Teknik yang digunakan adalah analisis persentase, analisis *Multiattribute Attitude Model*, dan analisis *chi square*. Analisis persentase digunakan untuk mengetahui profil konsumen. Analisis *Multiattribute Attitude Model* digunakan untuk mengetahui bagaimana kepuasan konsumen terhadap atribut sepeda motor Honda. Analisis *chi square* digunakan untuk mengetahui apakah ada perbedaan kepuasan konsumen sepeda motor Honda menurut jenis kelamin, pekerjaan, penghasilan, dan tingkat pendidikan.

Kesimpulan yang dihasilkan adalah : a) kepuasan konsumen terhadap atribut sepeda motor Honda adalah positif. b) ada perbedaan kepuasan konsumen menurut jenis kelamin. Hasil perhitungan $\chi^2 = 9,66 > \chi^2_{0,05;3} = 9,488$. c) ada perbedaan kepuasan konsumen menurut pekerjaan. Hasil perhitungan $\chi^2 = 51,39 > \chi^2_{0,05;9} = 16,919$. d) ada perbedaan kepuasan konsumen menurut penghasilan. Hasil perhitungan $\chi^2 = 38,86 > \chi^2_{0,05;9} = 16,919$. e) tidak ada perbedaan kepuasan konsumen menurut tingkat pendidikan. Hasil perhitungan $\chi^2 = 11,91 < \chi^2_{0,05;6} = 12,592$.

ABSTRACT

An Analysis of Costumers' Satisfaction toward the attributtes of " Honda" motorcycle Viewed from Sex, Job Classification, Income, and the level of Education.

A case study at Banyurejo, Tempel, Sleman

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This research was aimed to find out : 1) the costumers' satisfaction toward the attributes of " Honda" motorcycle. 2) whether or not there was a difference of costumers' satisfaction according to sex, job classification, income, and the level of education.

The research was conducted at Banyurejo, Tempel, Sleman. Respondents taken as research sampels were 80 people. While the technical analysis used in the research were : percentage, Multiattribute, and Chi Square analysis. The percentage analysis was used to identify the costumers' profiles. The multiattribute attitude model was used to know the condition of the costumers' satisfaction at Banyurejo, Tempel, Sleman. The Chi Square analysis was used to know whether or not there was a difference of costumers' satisfaction according to sex, job classification, income, and the level of education.

Based on analysis : the researcher found out that a) The costumers' satisfaction toward the attributes of "Honda" motorcycle was positive. b) There was a difference of costumers' satisfaction according to sex. The calculation result was $\chi^2 = 9,66 > \chi^2_{0,05;3} = 9,488$. c) There was a difference of costumers' satisfaction according to job classification. The calculation result was $\chi^2 = 51,39 > \chi^2_{0,05;9} = 16,919$. d) There was a difference of costumers' satisfaction according to income. The calculation result was $\chi^2 = 38,86 > \chi^2_{0,05;9} = 16,919$. e) Whereas according to the level of education analysis there was no difference of costumers' satisfaction. The calculation result was $\chi^2 = 11,91 < \chi^2_{0,05;6} = 12,592$.