

ABSTRAK

ANALISIS SIKAP KONSUMEN TERHADAP ATRIBUT PRODUK SEPEDA MOTOR BEBEK MEREK "HONDA" DITINJAU DARI USIA, TINGKAT PENDIDIKAN, DAN TINGKAT PENGHASILAN

**Studi kasus pada konsumen sepeda motor bebek merek "Honda" di Desa
Trihanggo Kecamatan Gamping Kabupaten Sleman Daerah Istimewa
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Penelitian ini bertujuan untuk mengetahui: (1) sikap konsumen terhadap atribut produk sepeda motor bebek merek "Honda", (2) atribut produk apa yang menjadi prioritas utama dalam keputusan pembelian produk sepeda motor bebek merek "Honda", (3) ada perbedaan sikap konsumen terhadap atribut produk sepeda motor bebek merek "Honda" ditinjau dari usia, tingkat pendidikan, dan tingkat penghasilan. Jenis penelitian ini adalah penelitian studi kasus dengan lokasi di Desa Trihanggo Kecamatan Gamping Kabupaten Sleman Daerah Istimewa Yogyakarta.

Populasi dalam penelitian ini adalah konsumen yang telah dan akan membeli sepeda motor bebek merek "Honda" yang bertempat tinggal di wilayah Desa Trihanggo. Jumlah sampel yang digunakan dalam penelitian ini sebanyak 100 orang.

Teknik pengumpulan data adalah kuesioner, wawancara, dan dokumentasi. Data penelitian dianalisis dengan : (1) analisis MAM (*Multiatribute Attitude Model*) dan (2) analisis *Chi square*.

Dari analisis data diketahui : (1) sikap konsumen secara keseluruhan terhadap atribut sepeda motor bebek merek "Honda" adalah sangat baik ini ditunjukkan dengan nilai Ab sebesar 41,53. (2) atribut yang menjadi prioritas utama dalam keputusan pembelian sepeda motor bebek merek "Honda" adalah atribut harga jual kembali. (3) tidak ada perbedaan yang signifikan sikap konsumen terhadap atribut kualitas mesin sepeda motor bebek merek "Honda" ditinjau dari usia ($F_{hitung} = 0,142 > F_{tabel} = 0,05$), tidak ada perbedaan yang signifikan sikap konsumen terhadap atribut model sepeda motor bebek merek "Honda" ditinjau dari usia ($F_{hitung} = 0,102 > F_{tabel} = 0,05$), tidak ada perbedaan yang signifikan sikap konsumen terhadap atribut harga jual kembali sepeda motor bebek merek "Honda" ditinjau dari usia ($F_{hitung} = 0,147 > F_{tabel} = 0,05$), tidak ada perbedaan yang signifikan sikap konsumen terhadap atribut cara pembayaran kredit sepeda motor bebek merek "Honda" ditinjau dari usia ($F_{hitung} = 0,993 > F_{tabel} = 0,05$), tidak ada perbedaan yang signifikan sikap konsumen terhadap atribut suku cadang sepeda motor bebek merek "Honda" ditinjau dari usia ($F_{hitung} = 0,810 > F_{tabel} = 0,05$). (4) tidak ada perbedaan yang signifikan sikap konsumen terhadap atribut kualitas mesin sepeda motor bebek merek "Honda" ditinjau dari tingkat pendidikan ($F_{hitung} = 0,073 > F_{tabel} = 0,05$), ada perbedaan yang signifikan sikap konsumen terhadap atribut model sepeda motor bebek merek "Honda" ditinjau dari tingkat pendidikan ($F_{hitung} = 0,021 < F_{tabel} = 0,05$), tidak ada perbedaan yang signifikan sikap konsumen terhadap atribut harga jual kembali sepeda motor bebek merek "Honda"

ditinjau dari tingkat pendidikan ($F_{hitung} = 0,157 > F_{tabel} = 0,05$), ada perbedaan yang signifikan sikap konsumen terhadap atribut cara pembayaran kredit sepeda motor bebek merek "Honda" ditinjau dari tingkat pendidikan ($F_{hitung} = 0,006 < F_{tabel} = 0,05$), ada perbedaan yang signifikan sikap konsumen terhadap atribut suku cadang sepeda motor bebek merek "Honda" ditinjau dari tingkat pendidikan ($F_{hitung} = 0,007 < F_{tabel} = 0,05$). (5) tidak ada perbedaan yang signifikan sikap konsumen terhadap atribut kualitas mesin sepeda motor bebek merek "Honda" ditinjau dari tingkat penghasilan ($F_{hitung} = 0,700 > F_{tabel} = 0,05$), tidak ada perbedaan yang signifikan sikap konsumen terhadap atribut model sepeda motor bebek merek "Honda" ditinjau dari tingkat penghasilan ($F_{hitung} = 0,717 > F_{tabel} = 0,05$), tidak ada perbedaan yang signifikan sikap konsumen terhadap atribut harga jual kembali sepeda motor bebek merek "Honda" ditinjau dari tingkat penghasilan ($F_{hitung} = 0,195 > F_{tabel} = 0,05$), ada perbedaan yang signifikan sikap konsumen terhadap atribut cara pembayaran kredit sepeda motor bebek merek "Honda" ditinjau dari tingkat penghasilan ($F_{hitung} = 0,007 < F_{tabel} = 0,05$), tidak ada perbedaan yang signifikan sikap konsumen terhadap atribut suku cadang sepeda motor bebek merek "Honda" ditinjau dari tingkat penghasilan ($F_{hitung} = 0,107 > F_{tabel} = 0,05$).

ABSTRACT

AN ANALYSIS ON CONSUMER ATTITUDES TOWARD THE PRODUCT ATTRIBUTES OF "HONDA" MOTORCYCLES VIEWED FROM AGES, EDUCATIONAL LEVELS, AND INCOME LEVELS

A Case Study at Trihanggo Village, Gamping District, Sleman Region, Daerah Istimewa Yogyakarta Province

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This study aimed at knowing: (1) the consumer attitude toward product attributes of "Honda" motorcycles; (2) what attribute became the priority in buying decision of "Honda" motorcycles; (3) whether or not there was any difference on consumer attitude toward the attributes of the motorcycles products based on their age, last educational level, and income level. This case study was conducted at Trihanggo Village, Gamping District, Sleman Region, Daerah Istimewa Yogyakarta Province.

Population of this study included consumers who bought the products at Trihanggo Village. The sample involved 100 people.

The data collecting techniques used were questionnaire, interviews, and documentation. The data were analyzed by the use of : (1) MAM (*Multiatribute attitude Model*) and (2) *Chi Square*.

Based on the data analysis, it was known that (1) the consumer attitudes a whole toward the product attributes of "Honda" motorcycles was excellent that shown by the Ab value of 41,53; (2) The resale price was regarded as the most important attribute in making decision to buy "Honda" motorcycles; (3) there was no significant difference on the consumer attitude toward the machine's quality attribute based on the age ($F_{count} = 0,142 > F_{table} = 0,05$); there was no significant

difference on the consumer attitude toward the design attribute based on the age ($F_{count} = 0,102 > F_{table} = 0,05$); there was no significant difference on the consumer attitude toward the resale price attribute based on the age ($F_{count} = 0,147 > F_{table} = 0,05$); there was no significant difference on the consumer attitude toward the credit attribute based on the age ($F_{count} = 0,993 > F_{table} = 0,05$); and there was no significant difference on the consumer attitude toward the spare parts attribute based on the age ($F_{count} = 0,810 > F_{table} = 0,05$); (4) there was no significant difference on the consumer attitude toward the machine's quality attribute based on the educational level ($F_{count} = 0,073 > F_{table} = 0,05$); there were significant difference on the consumer attitude toward the design attribute based on the educational level ($F_{count} = 0,021 > F_{table} = 0,05$); there was no significant difference on the consumer attitude toward the resale price attribute based on the educational level ($F_{count} = 0,157 > F_{table} = 0,05$); there were significant difference on the consumer attitude toward the credit attribute based on the educational level ($F_{count} = 0,006 < F_{table} = 0,05$); and there were significant difference on the consumer attitude toward the spare parts attribute based on the educational level ($F_{count} = 0,007 < F_{table} = 0,05$); (5) there was no significant difference on the consumer attitude toward the machine's quality attribute based on the income level ($F_{count} = 0,700 > F_{table} = 0,05$); there was no significant difference on the consumer attitude toward the design attribute based on the income level ($F_{count} = 0,717 > F_{table} = 0,05$); there was no significant difference on the consumer attitude toward the resale price attribute based on the income level ($F_{count} = 0,195 > F_{table} = 0,05$); there were significant difference on the consumer attitude toward the credit attribute based on the income level ($F_{count} = 0,007 < F_{table} = 0,05$); and there was no significant difference on the consumer attitude toward the spare parts attribute based on the income level ($F_{count} = 0,107 > F_{table} = 0,05$).