

ABSTRAK

ANALISIS SIKAP KONSUMEN PEMAKAI INTERNET TERHADAP BAURAN PEMASARAN

Studi Kasus di Warung Internet de Java
Jl. Colombo 4 Ruko 2A

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Penelitian ini merupakan penelitian studi kasus. Penelitian ini bertujuan untuk : 1) mengetahui bagaimana sikap konsumen terhadap bauran pemasaran, 2) mengetahui apakah ada perbedaan sikap konsumen terhadap bauran produk, harga, promosi dan tempat menurut jenis kelamin, pendidikan dan usia. Variabel-variabel penelitiannya adalah: 1) Variabel bebas berupa jenis kelamin, pendidikan dan usia, 2) Variabel terikat berupa sikap konsumen terhadap bauran produk, harga, promosi, tempat. Teknik pengambilan sampel menggunakan *purposive sampling*. Analisis data dalam penelitian ini adalah 1) Estimasi Sikap Interval Tampak Setara 2) Uji *Chi square*.

Hasil analisis penelitian menunjukkan bahwa :

- (1) Sikap konsumen terhadap bauran pemasaran masuk kategori baik.
- (2) Tidak ada perbedaan sikap konsumen terhadap bauran pemasaran ditinjau dari jenis kelamin.
- (3) Tidak ada perbedaan sikap konsumen terhadap bauran pemasaran ditinjau dari pendidikan.
- (4) Tidak ada perbedaan sikap konsumen terhadap bauran pemasaran ditinjau dari usia.

ABSTRACT

ANALYSIS OF THE ATTITUDE OF CONSUMERS OF INTERNET TOWARD MARKETING MIX

**Case Study at Warung Internet de Java
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This research was a case study at Warung Internet de Java, Jalan Colombo 4 Ruko 2A in Yogyakarta. The aim this research were : 1) To know how was the consumers' attitudes toward marketing mix, 2) To know whether there were differences in consumers' attitudes toward marketing mix, price, promotion and place according to gender, education and age. Research variables : 1) Independent variables were gender, education and age, 2) Dependent variables were consumers' attitudes toward marketing mix, product, promotion, and place. Sampling method used was purposive sampling. Data analyzing techniques used were : 1) Estimation of attitudes of equal-appearing interval, and 2) Chi Square test.

The findings were :

1. Consumers' attitude toward marketing mix was appropriate.
2. There were no differences in consumers' attitude toward marketing mix according to gender.
3. There were no differences in consumers' attitude toward marketing mix according to education.
4. There were no differences in consumers' attitude toward marketing mix according to age.