

ABSTRAK

ANALISIS KEPUASAN KONSUMEN TERHADAP MUTU, HARGA, DAN PELAYANAN PADA PRODUK SEPEDA MOTOR **Studi Kasus di PT. Suzuki Mataram Yogyakarta**

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Penelitian ini bertujuan untuk mengetahui : (1) karakteristik konsumen, (2) prioritas utama konsumen dalam melakukan pembelian, (3) perbedaan kepuasan konsumen terhadap mutu ditinjau dari jenis kelamin, (4) perbedaan kepuasan konsumen terhadap mutu ditinjau dari tingkat pendapatan, (5) perbedaan kepuasan konsumen terhadap mutu ditinjau dari tingkat pendidikan, (6) perbedaan kepuasan konsumen terhadap harga ditinjau dari jenis kelamin, (7) perbedaan kepuasan konsumen terhadap harga ditinjau dari tingkat pendapatan, (8) perbedaan kepuasan konsumen terhadap harga ditinjau dari tingkat pendidikan, (9) perbedaan kepuasan konsumen terhadap pelayanan ditinjau dari jenis kelamin, (10) perbedaan kepuasan konsumen terhadap pelayanan ditinjau dari tingkat pendapatan, (11) perbedaan kepuasan konsumen terhadap pelayanan ditinjau dari tingkat pendidikan pada produk Sepeda Motor Suzuki Shogun di PT. Suzuki Mataram selama bulan Januari sampai Februari 2007. Populasi dalam penelitian ini adalah seluruh konsumen yang membeli sepeda motor Suzuki Shogun. Jumlah sampel 80 orang dengan menggunakan teknik aksidental sampling, sedangkan pengumpulan data menggunakan teknik kuesioner, wawancara, dan dokumentasi.

Teknik analisis data menggunakan Persentase, Prioritas Kepentingan, dan Chi kuadrat dengan taraf signifikansi 5% untuk menjawab rumusan masalah. Hasil penelitian menunjukkan bahwa: (1) kebanyakan konsumen berjenis kelamin pria (58,75%), tingkat pendapatan Rp.401.000 - Rp.800.00 (47,5%), tingkat pendidikan Akademi-Sarjana (56,25%); (2) prioritas utama adalah mutu (3) ada perbedaan kepuasan konsumen terhadap mutu ditinjau dari jenis kelamin dimana ($\chi^2_{hitung} = 22,129 > \chi^2_{tabel} = 3,841$); (4) ada perbedaan kepuasan konsumen terhadap mutu ditinjau dari tingkat pendapatan dimana ($\chi^2_{hitung} = 6,75 > \chi^2_{tabel} = 3,841$); (5) ada perbedaan kepuasan konsumen terhadap mutu ditinjau dari tingkat pendidikan dimana ($\chi^2_{hitung} = 10,083 > \chi^2_{tabel} = 3,841$); (6) ada perbedaan kepuasan konsumen terhadap harga ditinjau dari jenis kelamin dimana ($\chi^2_{hitung} = 9,585 > \chi^2_{tabel} = 3,841$); (7) ada perbedaan kepuasan konsumen terhadap harga ditinjau dari tingkat pendapatan dimana ($\chi^2_{hitung} = 23,676 > \chi^2_{tabel} = 3,841$); (8) ada perbedaan kepuasan konsumen terhadap harga ditinjau dari tingkat pendidikan dimana ($\chi^2_{hitung} = 10,226 > \chi^2_{tabel} = 3,841$); (9) ada perbedaan kepuasan konsumen

terhadap pelayanan ditinjau dari jenis kelamin dimana ($\chi^2_{hitung} = 4,539 > \chi^2_{tabel} = 3,841$); (10) ada perbedaan kepuasan konsumen terhadap pelayanan ditinjau dari tingkat pendapatan dimana ($\chi^2_{hitung} = 5,655 > \chi^2_{tabel} = 3,841$); (11) ada perbedaan kepuasan konsumen terhadap pelayanan ditinjau dari tingkat pendidikan dimana ($\chi^2_{hitung} = 6,012 > \chi^2_{tabel} = 3,841$).

ABSTRACT

AN ANALYSIS ON THE CONSUMERS' SATISFACTION TOWARD THE QUALITY, PRICE, AND SERVICE OF MOTORCYCLE PRODUCT

A Case Study at " PT. Suzuki Mataram Yogyakarta "

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This study was aimed at knowing: 1) the characteristics of consumers; 2) the prominent priority of consumers in purchasing; 3) consumers' satisfaction differences toward the quality viewed from the sex; 4) consumers' satisfaction differences toward the quality viewed from income level; 5) consumers' satisfaction differences toward the quality viewed from educational degrees; 6) consumers' satisfaction differences toward the price viewed from the sex; 7) consumers' satisfaction differences toward the price viewed from income level; 8) consumers' satisfaction differences toward the price viewed from educational degrees; 9) consumers' satisfaction differences toward the service viewed from the sex; 10) consumers' satisfaction differences toward the service viewed from income level; 11) consumers' satisfaction differences toward the service viewed from educational degrees of motorcycle product at "PT. Suzuki Mataram" from January to February 2007. Population of this study was all consumers who bought "Suzuki Shogun" motorcycle. The sample involved 80 people by using accidental sampling techniques meanwhile the techniques of data taken used were questionnaire, interviews, and documentation.

The data analysis techniques used were Percentage, Importance Priority and Chi Square with 5% significant level.

The study showed that 1) mostly consumers were male (58,75%); income level Rp 401.000 – Rp 800.000 (47,5%); academy - master educational degrees (56,25%); 2) the prominent priority was quality; 3) there was a difference on consumers' satisfaction toward the quality viewed from the sex ($\chi^2_{count} = 22,129 > \chi^2_{table} = 3,841$); 4) there was a difference on consumers' satisfaction toward the quality viewed from income level ($\chi^2_{count} = 6,75 > \chi^2_{table} = 3,841$); 5) there was a difference on consumers' satisfaction toward the quality viewed from educational degrees ($\chi^2_{count} = 10,083 > \chi^2_{table} = 3,841$) ; 6) there was a difference on consumers' satisfaction toward the price viewed from the sex ; ($\chi^2_{count} = 9,585 > \chi^2_{table} = 3,841$) 7) there was a difference on consumers' satisfaction toward the price viewed from income level ($\chi^2_{count} = 23,676 > \chi^2_{table} = 3,841$); 8) there was a difference on consumers' satisfaction toward the price viewed from educational degrees ($\chi^2_{count} = 10,226 > \chi^2_{table} = 3,841$) ; 9) there was a difference on consumers'

satisfaction toward the service viewed from the sex ($\chi^2_{count} = 4,539 > \chi^2_{table} = 3,841$); 10) there was a difference on consumers' satisfaction toward the service viewed from income level ($\chi^2_{count} = 5,655 > \chi^2_{table} = 3,841$); 11) there was a difference on consumers' satisfaction toward the service viewed from educational degrees ($\chi^2_{count} = 6,012 > \chi^2_{table} = 3,841$).