

ABSTRAK
ANALISIS SIKAP KONSUMEN TERHADAP
PELAYANAN JASA RENTAL KOMPUTER DITINJAU DARI
JENIS KELAMIN, TINGKAT PENDIDIKAN DAN JENIS PEKERJAAN
Studi kasus di “Pasca Computer” Nanggulan Kulon Progo Yogyakarta

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Penelitian ini bertujuan untuk mengetahui: (1) profil konsumen “Pasca Computer” Yogyakarta, (2) sikap konsumen terhadap pelayanan jasa rental komputer di “Pasca Computer” ditinjau dari jenis kelamin, tingkat pendidikan dan jenis pekerjaan, (3) perbedaan sikap konsumen terhadap pelayanan jasa rental di “Pasca Computer” ditinjau dari jenis kelamin, tingkat pendidikan dan jenis pekerjaan. Jenis penelitian ini adalah studi kasus, dengan lokasi di “Pasca Computer” Nanggulan Kulon Progo, Yogyakarta.

Populasi penelitian adalah konsumen yang datang ke “Pasca Computer” Yogyakarta. Jumlah sampel yang digunakan dalam penelitian sebanyak 100 orang. Teknik pengambilan sampel yang digunakan adalah “*accidental sampling*”, yaitu pengambilan sampel berdasarkan kebetulan ditemui.

Data dikumpulkan dengan menggunakan kuesioner, observasi, dan dokumentasi. Data dianalisis dengan menggunakan: (1) Teknik analisis persentase, (2) teknik analisis MAM (*multiattribute Attitude Model*) dan, (3) teknik analisis *Chi square*.

Dari analisis data diperoleh hasil sebagai berikut: (1) konsumen yang datang pada “Pasca Computer” Yogyakarta terdiri pria sebesar 50% dan wanita sebesar 50%, Pendidikan responden antara lain: akademi sebesar 52%, SMU sebesar 26%, sarjana sebesar 15%, dan SD/SLTP sebesar 7%. Pekerjaan responden antara lain: pelajar/mahasiswa sebesar 61%, pegawai negeri sebesar 16%, pegawai swasta 14%, dan wiraswasta sebesar 9%. (2) sikap konsumen terhadap pelayanan jasa rental di “Pasca Computer” secara umum adalah positif. (3) tidak ada perbedaan sikap konsumen terhadap atribut produk ditinjau dari jenis kelamin, tingkat pendidikan dan jenis pekerjaan. (4) tidak ada perbedaan sikap konsumen terhadap atribut harga sewa ditinjau dari jenis kelamin, tingkat pendidikan dan jenis pekerjaan. (5) tidak ada perbedaan sikap konsumen terhadap atribut pelayanan ditinjau dari jenis kelamin, tingkat pendidikan dan jenis pekerjaan. (6) tidak ada perbedaan sikap konsumen terhadap atribut fasilitas ditinjau dari jenis kelamin, tingkat pendidikan dan jenis pekerjaan. (7) tidak ada perbedaan sikap konsumen terhadap atribut lokasi ditinjau dari jenis kelamin, tingkat pendidikan dan jenis pekerjaan. (8) tidak ada perbedaan sikap konsumen terhadap atribut desain ditinjau dari jenis kelamin, tingkat pendidikan dan jenis pekerjaan. (9) tidak ada perbedaan sikap konsumen terhadap atribut promosi ditinjau dari jenis kelamin, tingkat pendidikan dan jenis pekerjaan.

ABSTRACT

AN ANALYSIS OF CONSUMERS' ATTITUDES TOWARD RENT COMPUTER SERVICE VIEWED FROM SEX, EDUCATIONAL DEGREE AND KINDS OF JOB

A Case Study at "Pasca Computer", Nanggulan Kulon Progo Yogyakarta

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The aims of research were to know (1) Consumers' profiles "Pasca Computer" Yogyakarta, (2) Consumers' attitudes toward rent computer "Pasca Computer" service viewed from sex, educational degree and kinds of job, (3) Consumers' attitudes differences at rent computer "Pasca Computer" service viewed from sex, educational degree and kinds of job. This research was a case study conducted at "Pasca Computer" Nanggulan, Kulon Progo Yogyakarta.

The research population was the consumers who visited to "Pasca Computer" Yogyakarta. The sample used for the research were 100 respondents. The samples taken technique used was accidental sampling namely the samples technique taken based on precision meet.

The data collecting techniques used were questionnaire, observation, and documentation. The data analysis techniques used were (1) Percentage analysis technique, (2) MAM (*Multiattribute Attitude Model*) analysis technique, (3) *Chi-square* analysis technique.

From the data analysis, it could be concluded as follows: (1) Consumers' profiles who visited to "Pasca Computer" Yogyakarta as many as 50% respondents were males and 50% respondents were females. The educational degree of respondents at academy degree was 52%, middle degree was 26%, high degree was 15%, and low educational degree 7%. The profession of respondents who were students was 61%, governmental employees were 16%, non governmental employees were 14%, and private institution employees were 9%, (2) As general, consumers' attitudes toward "Pasca Computer" service were positive. (3) There were some differences on the consumers' attitudes toward product attribute viewed from sex, educational degree, and job. (4) There were some differences on the consumers' attitudes toward price attribute viewed from sex, educational degree and kinds of job. (5) There were some differences on the consumers' attitudes toward service attribute viewed from sex, educational degree, and kinds of job. (6) There were some differences on the consumers' attitudes toward facility attribute viewed from sex, educational degree, and kinds of job. (7) There were some differences on the consumers' attitudes toward location attribute viewed from sex, educational degree and kinds of job. (8) There were some differences on the consumers' attitudes toward design attribute viewed from sex, educational degree and kinds of job. (9) There were some differences on the consumers' attitudes toward promotion attribute viewed from sex, educational degree and kinds of job.