

## **ABSTRAK**

### **ANALISIS KEPUTUSAN MEMBELI DALAM HUBUNGANNYA DENGAN SIKAP KONSUMEN TERHADAP ATRIBUT PRODUK FASHION**

#### **Studi Kasus di Gardena Department Store Yogyakarta**

**Yulia Asri Astuti  
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2004**

Tujuan penelitian ini yaitu 1) untuk mengetahui profil konsumen Gardena Department Store Yogyakarta. 2) Untuk mengetahui bagaimana sikap konsumen terhadap produk fashion di Gardena Department Store Yogyakarta. 3) Untuk mengetahui apakah ada hubungan antara sikap konsumen terhadap atribut fashion dengan keputusan membeli di Gardena Department Store Yogyakarta.

Penelitian dengan studi kasus dilakukan pada bulan Desember 2003 - Januari 2004. Metode pengumpulan data yang digunakan adalah wawancara, kuesioner, dan dokumentasi. Populasi dalam penelitian ini adalah konsumen produk fashion Gardena Department Store Yogyakarta. Sampel yang diteliti sebesar 100 responden. Metode analisis data menggunakan analisis persentase, *Multiattribute Attitude Model* (MAM), dan Chi-Square.

Hasil analisis data menunjukkan bahwa 1) konsumen Gardena Department Store Yogyakarta sebagian besar adalah wanita (64%), pada kelompok usia 17 – 21 tahun (34%), dengan status pelajar / mahasiswa (54%), dan pendapatan / uang saku berkisar Rp 201.000 – 400.000 (34%). 2) Sikap konsumen terhadap atribut produk fashion secara keseluruhan dapat dikategorikan sangat positif, hal ini dapat dilihat dari total nilai *Ab* sebesar 44.9 yang berada pada skala sikap sangat positif. Total selisih *Belif – Ideal* atribut produk adalah 0.45, atribut harga 0.49, atribut tempat 0, dan atribut promosi 0.61. Dengan demikian atribut produk fashion yang meliputi produk, harga, tempat dan promosi di Gardena Department Store Yogyakarta secara keseluruhan sangat memuaskan atau sangat baik karena sudah mendekati harapan konsumen. 3) Ada hubungan yang signifikan antara sikap konsumen terhadap atribut produk fashion dengan keputusan pembelian dari segi produk, harga, tempat dan promosi.

## **ABSTRACT**

### **AN ANALYSIS OF BUYING DECISION IN CONNECTION WITH COSTUMERS' ATTITUDE TOWARDS FASHION PRODUCT ATTRIBUTES**

#### **A Case Study in "Gardena" Department Store Yogyakarta**

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The aims of this research were to know 1) To the costumers' profile of the "Gardena" Department Store, Yogyakarta. 2) The costumers' attitude towards the fashion products in "Gardena" Department Store Yogyakarta. 3) Whether or not there was a relationship between costumers' attitude towards the fashion products and buying decision in "Gardena" Department Store Yogyakarta.

This research was conducted from December 2003 to January 2004. The data were gathered from interviews, questionnaire, and documentation. The population of this research was the fashion product costumers in "Gardena" Department Store, Yogyakarta. The amount of the samples were 100 respondents. The methods of the analysis were Percentage Analysis, Multiattribute Attitude Model (MAM) and Chi-Square.

The results of the analysis showed that: 1) the majority of "Gardena" Department Store Yogyakarta costumers were women (64%), in age 17 – 21 years old (34%), students / university students (54%), and income between Rp 201.000 – 400.000 (34%). 2) Costumers' attitude towards the fashion product attributes as a whole was categorized positively, it could be seen from the total value of Ab is 44.9 on the very positive attitude scale. The total difference Belief – Ideal product attribute is 0.45, price attribute 0.49, place attribute 0, and promotion attribute 0.61. So, fashion product attributes included product, price, place, and promotion in "Gardena" Department Store Yogyakarta majority was very satisfy or very good because it was so close with costumers' desire. 3) There was a significant relationship between costumers' attitude towards fashion product attitude and buying decision viewed from price, product, place, and promotion.