

## ABSTRAK

### ANALISIS SIKAP KONSUMEN TERHADAP ATRIBUT PELAYANAN Studi Kasus pada Matahari *Departemen Store* Klaten

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Penelitian ini bertujuan untuk mengetahui : (1) Profil konsumen yang datang ke Matahari *Departemen Store* Klaten; (2) Sikap konsumen terhadap atribut pelayanan Matahari *Departemen Store* Klaten; (3) Perbedaan sikap konsumen terhadap atribut pelayanan Matahari *Departemen Store* Klaten ditinjau dari jenis kelamin, usia dan tingkat pendidikan.

Jenis penelitian yang dilakukan adalah studi kasus. Lokasi penelitian di Matahari *Departemen Store* Jalan Pemuda Tengah No 75 Klaten. Populasi dalam penelitian ini adalah konsumen yang berkunjung ke Matahari *Departemen Store*. Pengumpulan data dilakukan dengan kuesioner dan dokumentasi. Teknik analisis data yang digunakan adalah (1) Analisis Persentase; (2) MAM ( Multiattribute Attitude Model) dan (3) Uji Chi Square.

Hasil penelitian menunjukkan bahwa : (1) profil konsumen yang datang di Matahari *Departemen Store* Klaten dilihat dari jenis kelamin pria sebesar 28 % dan Wanita sebesar 72 %. Dilihat dari tingkat usia diketahui bahwa 31 % konsumen tergolong berusia muda, 59% konsumen tergolong berusia dewasa dan 10 % konsumen tergolong berusia tua. Dilihat dari tingkat pendidikan diketahui bahwa 23 % konsumen tergolong tingkat pendidikan rendah, 43 % konsumen tergolong tingkat pendidikan menengah dan 34 % konsumen tergolong tingkat pendidikan tinggi. (2) Sikap konsumen secara keseluruhan terhadap atribut pelayanan di Matahari *Departemen Store* adalah positif, hal ini ditunjukkan dengan nilai sebesar 53,13 (3) Tidak ada perbedaan sikap konsumen terhadap atribut pelayanan Matahari *Departemen Store* Klaten di tinjau dari jenis kelamin menunjukkan bahwa  $x^2_{tabel} > x^2_{hitung}$  ( $3,841 > 3,006$ ), usia menunjukkan bahwa  $x^2_{tabel} > x^2_{hitung}$  ( $5,991 > 0,627$ ) dan tingkat pendidikan menunjukkan bahwa  $x^2_{tabel} > x^2_{hitung}$  ( $5,991 > 2,070$ ).

## ABSTRACT

### AN ANALYSIS ON CONSUMERS' ATTITUDE TOWARD ATTRIBUTE SERVICE

A Case study at "Matahari" Department Store Klaten

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The aims of research were to know (1) consumers' profiles who visited to "Matahari" Department Store Klaten, (2) consumers' attitude toward attribute service of "Matahari" Department Store Klaten (3) whether or not there were any differences on the consumers' attitude toward attribute service of "Matahari" Department Store Klaten viewed from sex, age and educational degree.

This research was a case study, conducted at "Matahari" Department Store, Pemuda Tengah street, 75 Klaten. The research population was the consumers who visited to "Matahari" Department Store. The data collecting used were questionnaire and documentation. The data analysis technique used were (1) percentage analysis, (2) MAM (*Multiattribute Attitude Model*), (3) Chi Square test

The research yield result showed : (1) Consumers' profiles who visited to "Matahari" Department Store Klaten were male 28 % consumers and 72 % were females. Viewed from the age degree, 31 % consumers were young, 59 % were adult and 10 % mature/old. Viewed from the educational degree, 23 % consumers were at low educational degree; 43 % at middle educational degree and 34 % consumers at high educational degree. (2) As general, consumers' attitudes toward attribute service of "Matahari" Department Store were positive, with the value 53,13 (3) There was not any differences consumers' attitude toward attribute service of "Matahari" Department Store Klaten viewed from sex ( $X^2_{table} = 3,841 > X^2_{count} = 3,006$  ), age ( $X^2_{table} = 5,991 > X^2_{count} = 0,627$  ) and educational degree ( $X^2_{table} = 5,991 > X^2_{count} = 2,070$  ).