

ABSTRAK
ANALISIS SIKAP KONSUMEN TERHADAP VARIABEL
MARKETING MIX DITINJAU DARI TINGKAT
PENDIDIKAN, TINGKAT PENDAPATAN
DAN JENIS PEKERJAAN
Studi kasus di “Mikro Komputer”Magelang

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Penelitian ini bertujuan untuk mengetahui: (1) karakteristik konsumen “Mikro Komputer” Magelang, (2) sikap konsumen terhadap variabel *Marketing Mix* di “Mikro Komputer” ditinjau dari tingkat pendidikan, tingkat pendapatan, dan jenis pekerjaan, (3) perbedaan sikap konsumen terhadap variabel *Marketing Mix* di “Mikro Komputer” ditinjau dari tingkat pendidikan, tingkat pendapatan dan jenis pekerjaan. Jenis penelitian ini adalah studi kasus, dengan lokasi di “Mikro Komputer” Magelang.

Populasi dalam penelitian ini adalah seluruh konsumen “Mikro Komputer” Magelang. Jumlah sampel yang digunakan dalam penelitian sebanyak 100 orang. Teknik pengambilan sampel yang digunakan adalah “*insidental sampling*”, yaitu pengambilan sampel berdasarkan kebetulan yang ditemui.

Data dikumpulkan dengan teknik wawancara, observasi, dan kuesioner. Data penelitian dianalisis dengan : (1) teknik analisis persentase, (2) teknik analisis MAM (*Multiatribut Attitude Model*) dan, (3) teknik analisis *Chi square*.

Dari analisis data diketahui : (1) sikap konsumen terhadap variabel *Marketing Mix* adalah sangat positif dengan nilai A_o sebesar 62,39. (2) tidak ada perbedaan sikap konsumen terhadap atribut produk ditinjau dari tingkat pendidikan ($\chi^2_{hitung} = 2,281 < \chi^2_{tabel} = 7,815$), ada perbedaan sikap konsumen terhadap atribut produk ditinjau dari tingkat pendapatan ($\chi^2_{hitung} = 25,429 > \chi^2_{tabel} = 5,591$), ada perbedaan sikap konsumen terhadap atribut produk ditinjau dari jenis pekerjaan ($\chi^2_{hitung} = 12,624 > \chi^2_{tabel} = 3,481$). (3) ada perbedaan sikap konsumen terhadap atribut harga ditinjau dari tingkat pendidikan ($\chi^2_{hitung} = 8,236 > \chi^2_{tabel} = 7,815$), tidak ada perbedaan sikap konsumen terhadap atribut harga ditinjau dari tingkat pendapatan ($\chi^2_{hitung} = 2,735 < \chi^2_{tabel} = 5,591$), tidak ada perbedaan sikap konsumen terhadap atribut harga ditinjau dari jenis pekerjaan ($\chi^2_{hitung} = 1,483 < \chi^2_{tabel} = 3,481$). (4) tidak ada perbedaan sikap konsumen terhadap atribut tempat ditinjau dari tingkat pendidikan ($\chi^2_{hitung} = 3,008 < \chi^2_{tabel} = 7,815$), tidak ada perbedaan sikap konsumen terhadap atribut tempat ditinjau dari tingkat pendapatan ($\chi^2_{hitung} = 1,897 < \chi^2_{tabel} = 5,591$), tidak ada perbedaan sikap konsumen terhadap atribut tempat ditinjau dari jenis pekerjaan ($\chi^2_{hitung} = 0,931 < \chi^2_{tabel} = 3,481$), (5) tidak ada perbedaan sikap konsumen terhadap atribut promosi ditinjau dari tingkat pendidikan ($\chi^2_{hitung} = 7,404 < \chi^2_{tabel} = 7,815$), tidak ada perbedaan sikap konsumen terhadap atribut promosi ditinjau dari tingkat pendapatan ($\chi^2_{hitung} = 1,046 < \chi^2_{tabel} = 5,591$), tidak ada perbedaan sikap konsumen terhadap atribut promosi ditinjau dari jenis pekerjaan ($\chi^2_{hitung} = 0,871 < \chi^2_{tabel} = 3,481$).

ABSTRACT
AN ANALYSIS ON THE CONSUMERS' ATTITUDE TOWARD THE
MARKETING MIX VARIABLE VIEWED FROM EDUCATIONAL DEGREES,
INCOME LEVELS AND KINDS OF JOBS
A Case Study at "Mikro Komputer" Magelang

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This study aimed at knowing (1) the characteristics of consumers of "Mikro Komputer" Magelang, (2) the consumers' attitude toward the *Marketing Mix* variable at "Mikro Komputer" viewed from educational degrees, income levels and kinds of jobs, (3) consumers' attitude differences at the *Marketing Mix* variable at "Mikro Komputer" viewed from educational degrees, income levels and kinds of jobs. This case study was conducted at "Mikro Komputer" Magelang.

The population of this study was all consumers of "Mikro Komputer" Magelang. The sample involved 100 people. The samples collecting technique used was *Incidental Sampling* namely the sample collecting technique used was done randomly.

The data collecting techniques used were interviewed, observation and questionnaire. The data were analyzed using : (1) *Percentage Analysis technique*, (2) *MAM (Multiattribute Attitude Model) Analysis technique*, (3) *Chi-square Analysis technique*.

Based on the data analysis, it was found that (1) the consumers' attitude toward the *Marketing Mix* variables was very positive. It was shown by the *Ao value* of 62,39. (2) there were no differences on the consumers' attitude toward the product attribute based on the educational degrees (χ^2 count = 2,281 < χ^2 table = 7,815), there were differences on the consumers' attitude toward the product attribute based on the income levels (χ^2 count = 25,429 < χ^2 table = 5,591), and the kinds of jobs (χ^2 count = 12,624 < χ^2 table = 3,481); (3) there were differences on the consumers' attitude toward the price attribute based on the educational degrees (χ^2 count = 8,236 < χ^2 table = 7,815), there were no differences on the consumers' attitude toward the price attribute based on the income levels (χ^2 count = 2,735 < χ^2 table = 5,591), and the kinds of jobs (χ^2 count = 1,483 < χ^2 table = 3,481); (4) there were no differences on the consumers' attitude toward the place attribute based on the educational degrees (χ^2 count = 3,008 < χ^2 table = 7,815), the income levels (χ^2 count = 1,897 < χ^2 table = 5,591), and the kinds of jobs (χ^2 count = 0,931 < χ^2 table = 3,481); (5) there were no differences on the consumers' attitude toward the promotional attribute based on the educational degrees (χ^2 count = 7,404 < χ^2 table = 7,815), the income levels (χ^2 count = 1,046 < χ^2 table = 5,591), and the kinds of jobs (χ^2 count = 0,871 < χ^2 table = 3,481)