

ABSTRAK

ANALISIS SIKAP KONSUMEN TERHADAP PELAYANAN DI TOSERBA DI TINJAU DARI TINGKAT PENDIDIKAN, USIA DAN JENIS KELAMIN

Studi kasus di Toserba “Sinar Jaya”, Jalan Cangkringan Km.10
Yogyakarta

M. TRIWULAN IKE MAHANANI
UNIVERSITAS SANATA DHARMA
YOGYAKARTA

2004

Penelitian ini bertujuan untuk mengetahui (1) profil konsumen yang datang ke Toserba “Sinar Jaya” Yogyakarta, (2) mengetahui sikap konsumen terhadap pelayanan di Toserba “Sinar Jaya” ditinjau dari tingkat pendidikan, usia dan jenis kelamin, (3) ada tidaknya perbedaan sikap konsumen terhadap pelayanan di Toserba “Sinar Jaya” ditinjau dari tingkat pendidikan, usia dan jenis kelamin. Jenis penelitian adalah studi kasus, dengan lokasi di Toserba “Sinar Jaya” Jalan Cangkringan Km.10 Yogyakarta.

Populasi penelitian adalah konsumen yang datang ke Toserba “Sinar Jaya” Yogyakarta. Jumlah sampel yang digunakan dalam penelitian sebanyak 50 orang. Teknik pengambilan sampel yang digunakan adalah “*purposive Sampling*”, yaitu pengambilan sampel berdasarkan pertimbangan-pertimbangan tertentu.

Teknik pengumpulan data dilakukan dengan cara observasi, kuisioner dan wawancara. Untuk menjawab masalah (1) digunakan teknik analisis *persentase*, masalah (2) digunakan teknik analisis *MAM (multiattribute Attitude Model)* dan masalah (3) digunakan teknik analisis *Chi Square*.

Dari analisa data diperoleh hasil sebagai berikut : (1) profil konsumen yang datang ke Toserba “Sinar Jaya” Yogyakarta dilihat dari tingkat pendidikan rendah sebesar 32%, tingkat pendidikan menengah sebesar 40% dan tingkat pendidikan tinggi sebesar 28%. Dilihat dari usia muda sebesar 20%, usia dewasa sebesar 44% dan usia tua sebesar 36%. Dilihat dari jenis kelamin pria sebesar 30% dan wanita sebesar 70%. (2) sikap konsumen secara keseluruhan terhadap pelayanan di Toserba “Sinar Jaya” ditinjau dari tingkat pendidikan, usia dan jenis kelamin adalah positif. (3) tidak ada perbedaan sikap konsumen terhadap pelayanan di Toserba “Sinar Jaya” ditinjau dari tingkat pendidikan, usia dan jenis kelamin, (χ^2 tabel \geq χ^2 hitung).

ABSTRACT

AN ANALYSIS OF CONSUMERS ATTITUDES TOWARD DEPARTMENT STORE SERVICE VIEWED FROM EDUCATIONAL DEGREE, AGE AND SEX

A case study at “Sinar Jaya” Department Store, Jalan Cangkringan Km. 10,
Yogyakarta

M. TRIWULAN IKE MAHANANI
SANATA DHARMA UNIVERSITY
YOGYAKARTA

2004

The aims of research were to know (1) consumers profiles who visited to “Sinar Jaya” Department Store Yogyakarta, (2) consumers attitudes toward “Sinar Jaya” Department Store service viewed from educational degree, age and sex, (3) whether or not there were any differences on the consumers attitudes toward “Sinar Jaya” Department Store service viewed from educational degree, age and sex. This research was a case study conducted at “Sinar Jaya” Department Store, Jalan Cangkringan Km, 10 Yogyakarta.

The research population was the consumers who visited to “Sinar Jaya” Department Store Yogyakarta. The samples used for the research were 50 respondents. The samples taken technique used was *Purposive Sampling*, that was the samples technique taken based on certain considerations.

The data collecting technique used were observation, questionnaire and interviews. To answer the first problem the research used *Percentage* analysis technique, *MAM (Multiattribute Attitude Model)* for the second problem and *Chi Square* analysis technique for the third problem.

From the data analysis, it could be concluded as follows : (1) consumers profiles who visited to “Sinar Jaya” Department Store Yogyakarta were 32% from low educational degree, middle educational degree were 40% and high educational degree were 28%. Viewed from the age, 20% respondents were young, 44% were middle/adult and 36% were mature/old. Viewed from sex, as many as 30% respondents were males and 70% respondents were females, (2) as general, consumers attitudes toward “Sinar Jaya” Department Store service viewed from educational degree, age and sex were positive, (3) there were some differences on the consumers attitudes toward “Sinar Jaya” Department Store service viewed from educational degree, age and sex, ($\chi^2_{tables} \geq \chi^2_{count}$).