

ABSTRAK

**ANALISIS SIKAP KONSUMEN TERHADAP JASA WARNET
AMANDA DITINJAU DARI TINGKAT PENDIDIKAN,
USIA DAN JENIS KELAMIN**

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2009**

Penelitian ini bertujuan untuk mengetahui: (1) profil konsumen warnet 'Amanda' Yogyakarta; (2) sikap konsumen terhadap jasa warnet 'Amanda' ditinjau dari tingkat pendidikan, usia dan jenis kelamin; dan (3) perbedaan sikap konsumen terhadap jasa warnet 'Amanda' ditinjau dari tingkat pendidikan, usia dan jenis kelamin.

Populasi penelitian adalah konsumen yang datang ke warnet 'Amanda' Yogyakarta. Jumlah sampel yang digunakan dalam penelitian sebanyak 100 orang. Teknik pengambilan sampel yang digunakan adalah *accidental sampling*, yaitu pengambilan sampel yang kebetulan ditemui.

Data dikumpulkan dengan menggunakan kuesioner, observasi dan wawancara. 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 ke warnet 'Amanda' Yogyakarta terdiri dari pendidikan responden antara lain: SLTP sebesar 1%, SMU sebesar 9%, dan Perguruan Tinggi sebesar 90%. Usia kurang dari 20 tahun sebesar 39% dan usia antara 21 sampai 35 tahun sebesar 61%. Pria sebesar 51% dan wanita sebesar 49%; (2) sikap konsumen terhadap jasa warnet 'Amanda' secara umum adalah positif; (3) tidak ada perbedaan sikap konsumen terhadap atribut pelayanan ditinjau dari tingkat pendidikan, usia dan jenis kelamin; (4) tidak ada perbedaan sikap konsumen terhadap atribut lokasi ditinjau dari tingkat pendidikan, usia dan jenis kelamin; (5) tidak ada perbedaan sikap konsumen terhadap atribut fasilitas ditinjau dari tingkat pendidikan, usia dan jenis kelamin; dan (6) tidak ada perbedaan sikap konsumen terhadap atribut harga ditinjau dari tingkat pendidikan, usia dan jenis kelamin.

ABSTRACT

**ANALYSIS ON CUSTOMERS' ATTITUDE TOWARD SERVICE
OF AMANDA INTERNET CAFÉ PERCEIVED FROM
EDUCATIONAL LEVEL, AGE AND SEX**

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This research intends to know: (1) customers' profile of Amanda Internet Café of Yogyakarta; (2) customers' attitude toward the services of Amanda Internet Café perceived from educational level, age and sex; and (3) the difference of customers' attitude toward service of Amanda Internet Café perceived from educational level, age and sex.

The population of this research was customers who visit Amanda Internet Café of Yogyakarta. The total of samples used in this research were 100 respondents. The technique of sample collection was accidental sampling, which was collected accidentally.

The data were collected by using questionnaire, observation and interview. The data were analyzed by using: (1) technique of percentage analysis, (2) technique of MAM analysis (Multiattribute Attitude Model), and (3) technique of Chi-Square analysis.

From data analysis, the results are: (1) customers who visit Amanda Internet Café of Yogyakarta whose education level are: Junior High School is 1%, Senior High School is 9%, and University is 90%. Whose ages under 20 years old are 39% and between 21 to 35 years old is 61%. Male is 51% and female is 49%; (2) customers' attitude to Amanda internet café is generally positive; (3) there is no difference of customers' attitude toward attribute of service perceived from educational level, age and sex; (4) there is no difference of customers' attitude toward attribute of location perceived from educational level, age and sex; (5) there is no difference of customers' attitude toward attribute of facilities perceived from educational level, age and sex; and (6) there is no difference of customers' attitude toward attribute of price perceived from educational level, age and sex.