

## ABSTRAK

ANDREAS DANARDONO : ANALISIS PERBEDAAN KEPUASAN KONSUMEN TERHADAP ATRIBUT PRODUK, PELAYANAN, FASILITAS, DAN HARGA DITINJAU DARI STATUS PRIA SUDAH BEKERJA DAN PRIA TIDAK BEKERJA. STUDI KASUS : DI NGABEAN MOTOR JL. BRIGJEN. KATAMSO 153 YOGYAKARTA.

Penelitian ini bertujuan untuk mengetahui seberapa besar kepuasan yang dicapai konsumen terhadap atribut produk, pelayanan, fasilitas, dan harga yang ditawarkan oleh bengkel Ngabean Motor dan untuk mengetahui ada tidaknya perbedaan kepuasan antara golongan konsumen pria yang sudah bekerja dan golongan konsumen pria yang tidak bekerja.

Penelitian yang penulis lakukan adalah penelitian lapangan, yaitu dengan mengadakan survei di lokasi penelitian terhadap konsumen bengkel Ngabean Motor yang disertai analisis kuantitatif. Analisis kuantitatif yang dimaksud adalah penggunaan angka-angka untuk menghitung data hasil penelitian. Analisis kuantitatif yang digunakan adalah analisis *Chi Square*, untuk menguji ada tidaknya perbedaan kepuasan konsumen terhadap atribut produk, pelayanan, fasilitas, dan harga antara golongan pria sudah bekerja dan pria tidak bekerja.

Hasil penelitian menggunakan analisis prosentase menunjukkan kepuasan yang dicapai konsumen terhadap produk adalah sangat puas ada 27 orang (27%), puas ada 31 orang (31%), dan kurang puas ada 42 orang (42%). Kepuasan konsumen terhadap pelayanan adalah sangat puas ada 41 orang (41%), puas ada 13 orang (13%), dan kurang puas ada 46 orang (46%). Kepuasan konsumen terhadap fasilitas adalah sangat puas ada 31 orang (31%), puas ada 23 orang (23%), dan kurang puas ada 46 orang (46%). Kepuasan konsumen terhadap harga adalah sangat puas ada 43 orang (43%), puas ada 18 orang (18%), dan kurang puas ada 39 orang (39%). Konsumen yang merasa sangat puas disebabkan oleh kinerja bengkel telah melebihi apa yang mereka harapkan, konsumen yang merasa puas disebabkan oleh kinerja bengkel telah sesuai dengan apa yang mereka harapkan, konsumen yang kurang puas disebabkan oleh kinerja bengkel belum sesuai dengan apa yang mereka harapkan. Hal ini dapat dilihat dari atribut produk, pelayanan, fasilitas, dan harga yang ditawarkan dan keinginan konsumen yang berupa harapan konsumen.

Hasil pengujian analisis *Chi Square* menunjukkan hasil harga perhitungan statistik kurang dari harga  $\chi^2$  tabel pada taraf signifikan 0,05 derajad kebebasan 2, yaitu  $1,68 < 5,99$  yang berarti tidak ada perbedaan kepuasan konsumen terhadap atribut produk, pelayanan, fasilitas, dan harga yang ditawarkan oleh bengkel Ngabean Motor antara golongan konsumen pria yang sudah bekerja dan konsumen pria tidak bekerja. Untuk atribut produk, pelayanan, dan fasilitas sama-sama kurang puas, sedangkan untuk atribut harga mereka sama-sama sangat puas.

ABSTRACT

An Analysis on the Distinction of Customers Satisfaction Toward Product Attribute , Service, Facility, and Price Viewed from Job and Jobless Men Status  
Case of Study : at “Ngabean Motor” Brigjen Katamso Street 153, Yogyakarta

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The aim of this research was to understand how big satisfaction that can be achieved by consumers toward product attribute, service, facility, and price offered by “Ngabean Motor” repair workshop, and also to understand whether there was satisfaction distinction between job men consumers group and jobless men consumers group or not.

The research that the writer conducted was a field research. It was conducted by doing a survey toward consumers at the research location, “Ngabean Motor” repair workshop, and attached by quantitative analysis. Quantitative analysis was an analysis that used numbers to count the data of the research outcome. The quantitative analysis used Chi Square. It was to examine whether there was consumers satisfaction distinction toward product attribute, service, facility, and price between job men and jobless men group.

The outcome of the research used percentage analysis showed that the satisfaction achieved by the consumers toward the product attribute was ; 27 people (27%) were very satisfied, 31 people (31%), and 42 people (42%) dissatisfied. The satisfaction toward service was; 41 people (41%) were very satisfied, 13 people (13%) satisfied, and 46 people (46%) dissatisfied. The satisfaction toward facility was ; 31 people (31%) were very satisfied, 23 people (23%) satisfied, and 46 people (46%) dissatisfied. The satisfaction toward price was ; 43 people (43%) were very satisfied, 18 people (18%) satisfied, and 39 people (39%) dissatisfied. The consumers who were very satisfied felt that the repair workshop operation had exceeded their expectation, the consumers who were satisfaction felt that the repair workshop had fulfilled their expectation, and the consumers who were dissatisfied felt that the repair workshop had not fulfilled their expectation. These could be seen at offered product attribute, service, facility, and price, and consumers’ need which was an expectation.

The outcome examination of Chi Square analysis showed that the result of statistical counting price was less than  $\chi^2$  price table at significant level : 0.05, degree of freedom : 2. It was  $1.68 < 5.99$ . It meant that there was no consumers satisfaction distinction toward product attribute, service, facility which were offered by “Ngabean Motor” repair workshop between job men consumers and jobless men consumers group. They felt dissatisfied in product attribute, service, facility, while in price attribute they felt very satisfied.