

ABSTRAK

**ANALISIS KEPUASAN KONSUMEN TERHADAP
ATRIBUT PRODUK**

**Studi Kasus : Konsumen Buku *Showroom* Kanisius
Jl. Cempaka 9, Deresan, Yogyakarta**

Puji Lestari
991324009

Universitas Sanata Dharma
Yogyakarta

Tujuan penelitian ini untuk mengetahui: (1) karakteristik konsumen *Showroom* Kanisius (2) tingkat kepuasan konsumen terhadap harga buku, kualitas pelayanan, dan kelengkapan buku di *Showroom* Kanisius (3) apakah ada perbedaan tingkat kepuasan konsumen terhadap pelayanan ditinjau dari penghasilan konsumen, pendidikan konsumen, dan jenis pekerjaan konsumen. Penelitian studi kasus ini dilakukan di *Showroom* Kanisius Jl. Cempaka 9, Deresan, Yogyakarta, pada bulan September 2004.

Jumlah responden 100 orang, dengan teknik pengambilan sampel secara insidental. Sampel dalam penelitian ini sejumlah 25 orang. Populasi dalam penelitian ini adalah seluruh konsumen yang membeli buku di *Showroom* Kanisius. Teknik pengumpulan data yang digunakan adalah (1) Kuesioner (2) Wawancara (3) Observasi.

Teknik analisis data yang digunakan adalah: (1) Analisis Persentase yang bertujuan untuk menganalisis karakteristik konsumen, (2) Analisis Indeks Kepuasan Pelanggan (IKP) untuk mengukur tingkat kepuasan konsumen, (3) Analisis Varian untuk mengetahui perbedaan tingkat kepuasan konsumen terhadap pelayanan ditinjau dari penghasilan konsumen, pendidikan konsumen, dan jenis pekerjaan konsumen.

Berdasarkan hasil analisis data diketahui bahwa: (1) sebagian besar responden adalah wanita (63%), berusia antara 25-34 tahun, dengan tingkat pendidikan akhir Diploma/Sarjana, pekerjaan guru, dengan tingkat pendapatan per bulan antara 1.082.001,00 – 1.442.000,00; (2) Konsumen puas terhadap atribut pelayanan, namun mereka tidak puas terhadap atribut harga dan sangat tidak puas terhadap atribut keragaman buku; (3) Tidak terdapat perbedaan tingkat kepuasan konsumen terhadap pelayanan ditinjau dari segi status sosial ekonomi.

ABSTRACT

AN ANALYSIS ON CONSUMERS' SATISFACTION
TOWARD PRODUCT ATTRIBUTES
A Case Study on Book Consumers of Kanisius Showroom
Jl. Cempaka 9, Deresan, Yogyakarta

Puji Lestari
991324009
Sanata Dharma University
Yogyakarta
2006

The purposes of this research were to know: (1) the consumers' characteristics of Kanisius Showroom (2) the levels of consumers' satisfaction toward the book price, quality of service, and the completeness of the variety of books at Kanisius Showroom (3) whether or not there were any differences of the consumers' satisfaction levels toward the service based on the consumers' salaries, education levels, and kinds of jobs. The research was held at Kanisius Showroom at Jl. Cempaka 9, Deresan, Yogyakarta in September, 2004.

The number of respondents was 100 persons using the *incidental sample taking technique*, with the sample taken was 25 persons. The population in this research was any consumers who bought books at Kanisius Showroom. The techniques used to collect the data were (1) questionnaire (2) interviews and (3) observation.

The data analysis techniques used in this research were (1) *Percentage Analysis* which was used to analyze the consumers' characteristics, (2) *Index of Consumers' Satisfaction* (IKP) which was used to measure the consumers' satisfaction level, and (3) *Analysis of Variant* which was used to find out the difference of consumers' satisfaction levels toward the service based on the consumers' salaries, education levels, and kinds of jobs.

Based on the Percentage Analysis, it was found that most respondents were women (63%) with 25-34 years old of average and bachelor/undergraduate levels of education, having job as teachers, and having salaries between 1.082.001,00 – 1.442.000,00 per month. The result of IKP showed that the respondents were satisfied with the service attribute, but not with the book price attributes, and not very satisfied with the completeness of the variety of books. From the result of the Analysis of Variant, it was found that there were not any differences of the consumers' satisfaction levels toward the service based on the consumers' salaries, education levels, and kinds of jobs.