ABSTRAK

PERSEPSI KONSUMEN TERHADAP PEMBELIAN SEPEDA MOTOR HOKAIDO DAN SANEX.
Studi Kasus di Daerah Istimewa Yogyakarta.

Anung Hanindito
UNIVERSITAS SANATA DHARMA
YOGYAKARTA
2007

Penelitian ini bertujuan untuk mengetahui persepsi konsumen terhadap sepeda motor Hokaido dan Sanex dan untuk mengetahui apakah ada perbedaan persepsi konsumen terhadap sepeda motor Hokaido dan Sanex. Jenis penelitian yang dilakukan adalah studi kasus di Daerah Istimewa Yogyakarta.

Data penelitian ini diperoleh melalui kuisioner, wawancara dan dokumentasi. Metode pengambilan sampel yang digunakan adalah *accidental purposive sampling*. Untuk menguji instrumen penelitian, digunakan uji validitas dan uji reliabilitas. Teknik analisis data yang digunakan adalah metode analisis kuantitatif yang meliputi analisis aritmatik mean dan uji beda dua mean (sampel berpasangan).

Hasil penelitian ini menunjukkan bahwa : 1. Persepsi konsumen terhadap sepeda motor merek Hokaido dan Sanex tergolong baik. 2. Terdapat perbedaan persepsi konsumen yang signifikan terhadap pembelian sepeda motor merek Sanex dan Hokaido : a. Berdasarkan atribut kualitas, ($t = 4.579$, $p = 0.000$). b. Berdasarkan atribut harga, ($t = 2.170$, $p = 0.031$). c. Berdasarkan atribut model, ($t = 2.155$, $p = 0.034$). d. Berdasarkan total atribut, ($t = 3.295$, $p = 0.001$).

ABSTRACT

A Consumer's Perception in Buying Hokaido and Sanex Motorcycle.
Case study at Daerah Istimewa Yogyakarta

Anung Hanindito
SANATA DHARMA UNIVERSITY
YOGYAKARTA
2007

The aims of this research are to know consumers' perception on buying Hokaido and Sanex motorcycle and to analyze the different consumers' perception on buying Hokaido and Sanex motorcycle. This research is a case study conducted in Daerah Istimewa Yogyakarta.

The data were collected through questioners, interviews, and documentations. The sample method used was accidental purposive sampling. Research instrument was validated using validity test and reliability test. Data analysis technique used were arithmetic mean analysis and Mean Differences Between Two Groups (paired sample).

The result of this research shows that : 1) There is a significant difference how consumers percive between buying Sanex and Hokaido brand motorcycle based on quality attribute, $(t = 4.579, p = 0.000)$. 2) There is a significant difference how consumers percive between buying Sanex and Hokaido brand motorcycle based on price attribute, $(t = 2.170, p = 0.031)$. 3) There is a significant difference how consumers percive between buying Sanex and Hokaido brand motorcycle based on model attribute, $(t = 2.155, p = 0.034)$. 4) There is a significant difference how consumers percive between buying Sanex and Hokaido brand motorcycle based on total attribute, $(t = 3.295, p = 0.001)$.