



**Abstrak**

**ANALISIS PERSEPSI KONSUMEN TERHADAP  
LAYANAN PURNA JUAL SEPEDA MOTOR SKUTER MATIK  
Studi Kasus pada Yamaha Kencana Indonesia dan  
Kymco Lippo Motor Indonesia  
Di Yogyakarta**

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Tujuan penelitian ini adalah untuk mengetahui (1) Persepsi konsumen terhadap layanan purna jual merk Yamaha dan merk Kymco, (2) Persepsi konsumen terhadap layanan purna jual Yamaha Nouvo, Yamaha Mio, Kymco Trend, Kymco Metica, dan Kymco Easy, dan (3) Perbedaan persepsi konsumen sepeda motor skuter matik Yamaha Nouvo, Yamaha Mio, Kymco Trend, Kymco Metica, dan Kymco Easy.

Teknik pengumpulan data dilakukan dengan menggunakan kuisioner yang disebarkan kepada 100 responden dari konsumen sepeda motor skuter matik Yamaha dan Kymco yang dapat ditemui penulis dan menggunakan teknik uniform sampling. Persepsi konsumen terhadap pelayanan purna jual Yamaha dan Kymco dapat diketahui melalui *format tipe likert* sedangkan perbedaan persepsi konsumen Yamaha Nouvo, Yamaha Mio, Kymco Trend, Kymco Metica, dan Kymco Easy diketahui dengan menggunakan uji statistik Chi Square ( $X^2$ ).



The research aimed to identify (1) customer perception on the after sales services of Yamaha and Kymco, (2) customer perception on the after sales services Yamaha Nouvo, Yamaha Mio, Kymco Trend, Kymco Metica, and Kymco Easy, and (3) the differences of customer perception of motorbike scooter of Yamaha Nouvo, Yamaha Mio, Kymco Trend, Kymco Metica, and Kymco Easy.

The data collection was conducted by distributing questionnaires to 100 respondents who owned motorbike scooter of Yamaha and Kymco. Customer perception over the after sales services Yamaha and Kymco was obtained using Likert form, whereas difference of customer perception was derived using Chi Square ( $X^2$ ) method.

The result of this research were (1) customer perception on the after sales services of Yamaha and Kymco was good with perception weight equal to 2758, (2) customer perception on the after sales services of Yamaha Nouvo, Yamaha