

ABSTRAK

**ANALISIS PENGARUH VARIASI HARGA, WARNA DAN RASA
TERHADAP SIKAP KONSUMEN**

Studi Kasus pada Konsumen Sirup Indofood di Mirota Kampus Yogyakarta

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Tujuan penelitian ini adalah :1. Untuk mengetahui apakah variasi harga berpengaruh terhadap sikap konsumen produk Sirup Indofood, 2. Untuk mengetahui apakah variasi warna berpengaruh terhadap sikap konsumen produk Sirup Indofood, 3. Untuk mengetahui apakah variasi rasa berpengaruh terhadap sikap konsumen produk Sirup Indofood, 4. Untuk mengetahui apakah variasi harga, warna dan rasa berpengaruh secara bersama-sama terhadap sikap konsumen produk Sirup Indofood. Penelitian ini dilakukan di Mirota Kampus Departement Store, Yogyakarta. Sampel yang digunakan sebanyak 100 responden yaitu konsumen yang pernah membeli produk Sirup Indofood di Mirota Kampus minimal 2 kali. Teknik pengambilan sampel menggunakan *judgmental sampling*. Analisis data yang digunakan yaitu: analisis persentase, uji asumsi klasik dan analisis regresi berganda. Hasil analisis menunjukkan: (1) variasi harga secara parsial tidak berpengaruh terhadap sikap konsumen, (2) variasi warna secara parsial tidak berpengaruh terhadap sikap konsumen, (3) variasi rasa secara parsial tidak berpengaruh terhadap sikap konsumen, (4) secara simultan ketiga variabel (variasi harga, warna dan rasa) berpengaruh terhadap variabel dependen (sikap konsumen).

Kata kunci: harga, warna, rasa, sikap konsumen.

ABSTRACT

**ANALYSIS OF THE INFLUENCE VARIATION OF PRICE , COLOR AND
TASTE CONSUMER ATTITUDES**

*A Study on the Consumer towards of Product Indofood Syrup at Mirota Kampus,
Yogyakarta*

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The purpose of this research is : 1 . to determine whether the variation in prices influences on consumer attitudes Syrup Indofood products, 2. to determine whether the variation in color influences on consumer attitudes Syrup Indofood products, 3. to determine whether the variation in flavor influences on consumer attitudes Syrup Indofood products, 4. to determine whether variations in prices, colors and flavors together (simultaneously) influence on consumers attitudes Syrup Indofood products. This research was conducted in Mirota Campus Departement Store, Yogyakarta. The sample of the research used 100 consumers who have purchased in Mirota Campus Syrup Indofood at least twice. The sampling technique used judgmental sampling. The data was analysed using are: analysis of the percentage, the classical assumption test and multiple regression analysis. The research found that: (1) the variation in prices did not influence consumer attitudes Syrup Indofood products, (2) the variation in color did not influence consumer attitudes Syrup Indofood products, (3) the variation in flavor did not influence consumer attitudes Syrup Indofood products, (4) the three independent variables (price variation, color and flavor) simultaneously influenced the dependent variable (the attitude of consumers).

Keywords : price, color, taste, consumer attitude.