

ABSTRAK

**PENGARUH SIKAP TERHADAP *AUGMENTED PRODUCT* PADA SIKAP
DAN LOYALITAS TERHADAP JASA *LAUNDRY WIN* DI BANTUL**

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Penelitian ini bertujuan untuk mengetahui (1) bagaimana peta persaingan bisnis *laundry* secara geografis di Bantul radius 2 km dari *WIN Laundry*; (2) bagaimana peta persaingan *Augmented Product WIN Laundry* dengan bisnis *laundry* lain dalam radius tersebut; (3) mengetahui pengaruh sikap terhadap *Augmented Product laundry WIN* pada sikap terhadap *laundry WIN* tersebut secara keseluruhan; (4) mengetahui pengaruh sikap terhadap *laundry WIN* secara keseluruhan pada loyalitas konsumen *laundry WIN* tersebut. Metode pengumpulan data yang digunakan dalam penelitian ini yaitu dengan cara observasi untuk penelitian tahap satu dan memberikan kuesioner kepada responden untuk penelitian tahap dua. Responden dipilih dari konsumen *laundry* yang sering menggunakan jasa *laundry WIN* minimal seminggu dua kali. Responden yang dipilih sebanyak 100 orang dengan menggunakan metode *Purposive sampling*. Teknik analisis data yang digunakan adalah regresi linier sederhana untuk mengetahui pengaruh sikap terhadap *Augmented Product laundry WIN* pada sikap terhadap *laundry WIN* tersebut secara keseluruhan dan pengaruh sikap terhadap *laundry WIN* secara keseluruhan pada loyalitas konsumen *laundry WIN* tersebut. Hasil penelitian menunjukkan sikap terhadap *Augmented Product WIN Laundry* tidak berpengaruh pada sikap terhadap *laundry WIN* tersebut dan sikap terhadap *laundry WIN* tidak berpengaruh pada loyalitas konsumen bisnis *laundry WIN* tersebut.

ABSTRACT

**THE INFLUENCE OF ATTITUDE ON AUGMENTED PRODUCT
TOWARDS ATTITUDE AND LOYALTY TO WIN LAUNDRY SERVICE
IN BANTUL**

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This study aims to (1) describe competitive landscape of laundry businesses geographically in Bantul within radius of 2 km from WIN Laundry; (2) describe business competitiveness augmented product between WIN Laundry with other business laundry; (3) find out the influence of attitude on augmented product WIN laundry towards the influence of attitudes on WIN laundry in general; (4) find out the influence of attitude on WIN laundry in general towards loyalty laundry customers. Data collection methods used in this study were observation and distribution of questionnaires to the respondents. Respondents were selected from laundry consumers who frequently use the WIN laundry service at least twice a week. The number of respondents were as many as 100 people by using purposive sampling. The data analysis technique used is a simple linear regression to determine the influence of attitude on augmented product WIN laundry towards the influence of attitudes on WIN laundry in general and the influence of attitude on WIN laundry in general towards loyalty laundry customers. The research result are the influence of attitude on augmented product WIN laundry had no influence on attitudes on WIN laundry in general and the influence of attitude on WIN laundry in general had no influence on loyalty laundry customers.