



ABSTRAK

**ANALISIS SIKAP NASABAH PENABUNG TERHADAP
ATRIBUT PRODUK BANK
Studi Kasus Pada Bank Lippo Cabang Yogyakarta
Jl. Jenderal Sudirman No. 50 Yogyakarta**

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Tujuan penelitian ini adalah untuk mengetahui sikap nasabah penabung terhadap atribut produk Bank Lippo Cabang Yogyakarta dan perbedaan sikap nasabah penabung terhadap atribut produk Bank Lippo Cabang Yogyakarta dilihat dari (1) jenis kelamin (2) tingkat usia (3) tingkat pendidikan (4) tingkat pendapatan.

Populasi dalam penelitian ini adalah seluruh nasabah penabung di Bank Lippo Cabang Yogyakarta. Jumlah sampel sebanyak 400 responden. Sampel diambil dengan metode *nonprobability sampling* yaitu teknik pengambilan sampel yang tidak memberi peluang/ kesempatan sama bagi setiap unsur atau anggota populasi untuk dipilih menjadi sampel. Anggota sampel ditentukan dengan *sampling aksidental* yaitu teknik penentuan sampel berdasarkan kebetulan, yaitu siapa saja yang secara



ABSTRACT

**AN ANALYSIS OF CUSTOMERS' SAVING ATTITUDES TOWARD
BANK PRODUCT ATTRIBUTES**

**A Case Study at "Lippo Bank", Yogyakarta
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The aims of this research were to know the customers' attitudes toward product attributes of "Lippo Bank", Yogyakarta and the differences of customers' attitudes toward product attributes of "Lippo Bank", Yogyakarta viewed from (1) sex (2) age (3) level of education (4) level of income.

The population in this research was all customers who had account at "Lippo Bank", Yogyakarta. The samples 400 customers as respondents. The samples were taken by using non probability sampling method, namely the technique of sampling taken by in which it was not give the same chances for every element or member of population to be chosen as sample. The member of sample was determined by