

## ABSTRAK

# PERSEPSI KONSUMEN TERHADAP ATRIBUT PRODUK TEH SOSRO

Studi Kasus pada Mahasiswa Universitas Sanata Dharma Kampus I Mrican

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Penelitian ini bertujuan untuk mengetahui: (1) karakteristik konsumen produk teh sosro; (2) persepsi konsumen terhadap atribut produk teh sosro; (3) ada atau tidaknya perbedaan persepsi konsumen terhadap atribut produk teh sosro dilihat dari jenis kelamin; (4) ada atau tidaknya perbedaan persepsi konsumen terhadap atribut produk teh sosro dilihat dari pendapatan/ uang saku perbulan.

Penelitian ini dilaksanakan di Universitas Sanata Dharma Kampus I Mrican, Mrican Tromol Pos 29 Yogyakarta pada bulan Mei 2007. Populasi penelitian ini adalah mahasiswa Universitas Sanata Dharma Kampus I Mrican yang melakukan registrasi pada tahun 2007 yang berjumlah 4998 mahasiswa. Sampel penelitian ini berjumlah 256 mahasiswa. Teknik pengambilan sampel adalah *purposive sampling*. Teknik pengumpulan data dilakukan dengan kuesioner, dokumentasi, observasi dan wawancara. Teknik analisis data yang digunakan adalah analisis varians satu jalan (*one way ANOVA*).

Hasil penelitian ini menunjukkan bahwa: (1) karakteristik responden yang banyak mengkonsumsi produk teh sosro adalah responden wanita dan responden dengan pendapatan/ uang saku perbulan Rp 460.001 – Rp 920.000; (2) responden pria maupun wanita sama-sama mempunyai persepsi yang baik/ positif dan responden yang berpendapatan Rp 460.001 – Rp 920.000 mempunyai persepsi yang lebih baik/ positif dibandingkan responden yang berpendapatan = Rp 460.000 dan Rp 920.001 –Rp 1.380.000; (3) tidak ada perbedaan persepsi konsumen terhadap atribut produk teh sosro dilihat dari jenis kelamin ( $F_{hitung} = 0,437 < F_{tabel} = 3,031$ ); (4) ada perbedaan persepsi konsumen terhadap atribut produk teh sosro dilihat dari pendapatan/ uang saku perbulan ( $F_{hitung} = 15,121 > F_{tabel} = 3,031$ ).

## ABSTRACT

### THE PERCEPTION OF THE CONSUMER TOWARDS THE ATTRIBUTE OF THE PRODUCT OF “TEH SOSRO”

A Case Study towards the Students of Campus I, Sanata Dharma University

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The aim of this research is to find out: (1) the characteristic of the consumer of the product of “teh sosro”; (2) the perception of the consumer towards the attribute of the product of “teh sosro”; (3) whether or not there is any difference on perception of the consumer towards the attribute of the product of “teh sosro” viewed from the sex of the consumer; (4) whether or not there is any difference on perception of the consumer towards the attribute of the product of “teh sosro” viewed from the income/ pocket money of the consumer.

This research is conducted in Campus I, Sanata Dharma University, Mrican Tromol Pos 29 Yogyakarta on May 2007. The population of this research is 4998 students of Campus I Mrican, Sanata Dharma University who are registered in 2007. The samples of this research are 256 students. The samples are taken using purposive sampling technique. The data are collected using questionnaires, documentations, observations and interviews. The data are analyzed using the one way ANOVA technique.

The results of this research indicate that: (1) the characteristics of the respondent who consumer the product of “teh sosro” are female and have income/ pocket maney around Rp 460.001 – Rp 920.000; (2) male and female respondents have a good/ positive persection and the respondents who have income Rp 460.000 – Rp 920.000 have better/ positive perception than the respondents who have income = Rp 460.000 and Rp 920.000 – Rp 1.380.000; (3)no difference in the perception of the consumer towards the attribute of the product of “teh sosro” which is viewed from the sex of the consumer ( $F_{\text{test}} = 0,437 < F_{\text{table}} = 3,301$ ); (4) there is different perception of the consumer towards the attribute of the product of “teh sosro” which is viewed from the income/ pocket money of the consumer ( $F_{\text{test}} = 15,121 > F_{\text{table}} = 3,301$ ).